



US009324195B2

(12) **United States Patent**
Koenig et al.

(10) **Patent No.:** **US 9,324,195 B2**
(45) **Date of Patent:** **Apr. 26, 2016**

(54) **RECREATIONAL VEHICLE INTERACTIVE, TELEMETRY, MAPPING, AND TRIP PLANNING SYSTEM**

(71) Applicant: **Polaris Industries Inc.**, Medina, MN (US)
(72) Inventors: **David J. Koenig**, Wyoming, MN (US); **Joseph D. Tharaldson**, Roseau, MN (US); **Adam C. Koosmann**, Oak Grove, MN (US); **Christopher G. Wolf**, Excelsior, MN (US); **William C. Fisher**, Eden Prairie, MN (US); **Kim A. Weckert**, Hanover, MN (US); **John W. Callahan**, St. Paul, MN (US); **Daren W. Herman**, Fargo, ND (US); **Todd L. Frostad**, Chanhassen, MN (US); **Gary L. Gustafson**, Clear Lake, MN (US)

(73) Assignee: **Polaris Industries Inc.**, Medina, MN (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **14/190,369**

(22) Filed: **Feb. 26, 2014**

(65) **Prior Publication Data**

US 2014/0244110 A1 Aug. 28, 2014

Related U.S. Application Data

(60) Provisional application No. 61/769,378, filed on Feb. 26, 2013.

(51) **Int. Cl.**
G06F 19/00 (2011.01)
G07C 5/00 (2006.01)

(Continued)

(52) **U.S. Cl.**
CPC **G07C 5/008** (2013.01); **G01C 21/20** (2013.01); **G01C 21/34** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC B64D 45/00; B60T 8/1703; B64C 25/426
USPC 701/36
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

3,784,839 A 1/1974 Weber
3,987,408 A 10/1976 Sasso et al.

(Continued)

FOREIGN PATENT DOCUMENTS

DE 43 26 328 11/1994
DE 4431070 3/1996

(Continued)

OTHER PUBLICATIONS

“TrakMaps—Our Digital Maps & Charts”, Jan. 28, 2013. Retrieved from the internet: <https://web.archive.org/web/20130128163653/http://www.trakmaps.com/listgpsproducts.aspx?p=s> [Retrieved on Aug. 7, 2015].*

(Continued)

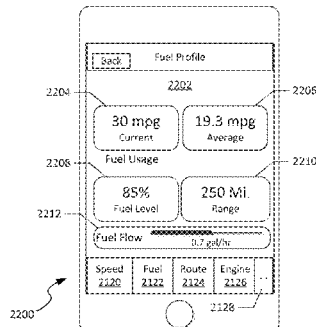
Primary Examiner — Maceeh Anwari

(74) *Attorney, Agent, or Firm* — Faegre Baker Daniels LLP

(57) **ABSTRACT**

An interactive system for use in connection with recreational vehicle usage includes a server system, including an off-road trail database containing trail data, trail condition information, and points-of-interest information, as well as a trip mapping system accessible by any of a plurality of riders, allowing a rider to create a route based on the data in the off-road trip database. The server system further includes a trail maintenance interface accessible by users affiliated with an authorized group to edit the trail data, trail condition information, and points-of-interest information associated with the authorized group. The server system includes a location data management system configured to receive location data, allowing a rider to publish location information to one or more other riders, and a user feedback interface configured to receive trip data from riders for publication, including information describing an actual route and user data associated with that route.

11 Claims, 25 Drawing Sheets



- (51) **Int. Cl.**
G01C 21/20 (2006.01)
G01C 21/34 (2006.01)
G01C 21/36 (2006.01)
G06Q 30/02 (2012.01)
G06Q 50/00 (2012.01)
G09B 29/00 (2006.01)
- (52) **U.S. Cl.**
 CPC **G01C 21/3676** (2013.01); **G01C 21/3682**
 (2013.01); **G01C 21/3691** (2013.01); **G06Q**
30/0241 (2013.01); **G06Q 30/0261** (2013.01);
G06Q 50/01 (2013.01); **G09B 29/007** (2013.01)

2004/0164850	A1	8/2004	Konno et al.
2004/0186929	A1	9/2004	Salerno
2004/0215861	A1	10/2004	Beaudoin et al.
2004/0254690	A1	12/2004	Hasegawa et al.
2005/0125565	A1	6/2005	Ying
2005/0190080	A1	9/2005	Flick
2006/0226961	A1	10/2006	Bell et al.
2006/0265117	A1	11/2006	Cahoon
2007/0050095	A1	3/2007	Nelson et al.
2007/0222293	A1	9/2007	Shimomura
2011/0060480	A1	3/2011	Mottla et al.
2013/0110739	A1	5/2013	Hill et al.
2013/0226633	A1	8/2013	Brock et al.
2013/0246102	A1	9/2013	Finegold et al.

(56) **References Cited****U.S. PATENT DOCUMENTS**

4,532,507	A	7/1985	Edson et al.
4,675,865	A	6/1987	DeVries et al.
4,682,062	A	7/1987	Weinberger
4,696,148	A	9/1987	Brace
4,715,031	A	12/1987	Crawford et al.
4,745,596	A	5/1988	Sato
4,991,683	A	2/1991	Garretto et al.
5,023,591	A	6/1991	Edwards
5,040,168	A	8/1991	Maue et al.
5,070,832	A	12/1991	Hapka et al.
5,081,586	A	1/1992	Barthel et al.
5,168,957	A	12/1992	Ross
5,191,531	A	3/1993	Kurosu et al.
5,311,514	A	5/1994	Cook
5,418,526	A	5/1995	Crawford
5,491,631	A	2/1996	Shirane et al.
5,513,107	A	4/1996	Gormley
5,742,226	A	4/1998	Szabo et al.
5,767,771	A	6/1998	Lamont
5,769,051	A	6/1998	Bayron et al.
5,803,043	A	9/1998	Bayron et al.
5,856,976	A	1/1999	Hirano
5,869,907	A	2/1999	Marler
6,060,981	A	5/2000	Landes
6,154,132	A	11/2000	Iwamoto et al.
6,249,727	B1	6/2001	Muller
6,275,231	B1	8/2001	Obradovich
6,339,745	B1	1/2002	Novik
6,356,186	B1	3/2002	Price et al.
6,430,488	B1	8/2002	Goldman et al.
6,595,811	B2	7/2003	Dagenais et al.
6,697,966	B1	2/2004	Smuk et al.
6,744,985	B1	6/2004	Smuk et al.
6,756,697	B2	6/2004	Mizutani et al.
6,772,061	B1	8/2004	Berthiaume et al.
6,784,569	B1	8/2004	Peller
6,806,590	B1	10/2004	Smuk et al.
6,871,250	B2	3/2005	Froeschl et al.
6,898,656	B2	5/2005	Griessbach et al.
6,987,446	B2	1/2006	Konno et al.
7,044,814	B2	5/2006	Kamio et al.
7,222,006	B2	5/2007	Proefke et al.
7,227,283	B2	6/2007	Suzuki
7,394,352	B2	7/2008	Bell et al.
8,060,400	B2	11/2011	Wellman
8,610,550	B2	12/2013	Hagiwara et al.
8,620,515	B2	12/2013	Kwak
8,994,494	B2	3/2015	Koenig
2001/0044677	A1	11/2001	Bauer et al.
2002/0042670	A1	4/2002	Diaz et al.
2002/0059075	A1	5/2002	Schick et al.
2002/0171291	A1	11/2002	Wayne et al.
2003/0070020	A1	4/2003	Kondo et al.
2003/0097211	A1	5/2003	Carroll et al.
2003/0105567	A1	6/2003	Koenig et al.
2004/0003153	A1	1/2004	Froeschl et al.
2004/0011096	A1	1/2004	Quinn et al.
2004/0015603	A1	1/2004	Griessbach et al.
2004/0048598	A1	3/2004	Gagnon

FOREIGN PATENT DOCUMENTS

EP	0 723 892	7/1996
EP	0 978 433	2/2000
GB	2 232 272	12/1990
WO	WO 2006/110805	A2 10/2006
WO	WO 2009/014861	1/2009
WO	WO 2013/137182	9/2013

OTHER PUBLICATIONS

2004 Engine Preview—Volvo Penta; www.powerandmotoryacht.com/engines/0104preview/index.html; printed Jun. 30, 2005; 2 pgs.

BMW Motorrad article, “Single Wire Systems and CAN bus,” www.bmwmotorrad.com/technology; printed Jul. 8, 2005; 3 pgs.

BMW Motorrad Media Release, Overall Concept and Model Features, www.motorcycles.bmw.com.au/scripts/main.asp (Jul. 14, 2004); printed Jul. 8, 2005; 4 pgs.

BMW Motorrad of Santa Cruz On-Line Article, “Electrics and Electronics,” www.bmwscruz.com/motorcycles/K1200S/K1200S_F4.html; printed Jul. 8, 2005; 3 pgs.

BMW Motorrad of South Africa; The Motorcycles, R1200GS SA Road Test, www.bmwmotorrad.co.za/bikes/tests/display.asp?Id=100, (Feb. 2004 ed.); printed Jul. 8, 2005; 3 pgs.

BMW Motorrad RepROM R-Modelle K2x 1. Auflage; Nov. 2004 edition © BMW Motorrad, UX-VS-2; D-80778 Munchen; Nov. 2004; 1-Auflage; replacing main wiring harness, 19 pgs.

BMW Motorrad; R 1200 RT Sales Brochure; Printed in Germany in Mar. 2005; Front Cover, Rear Cover and p. 26—Information at Your Fingertips—The Single Wire System; 3 pgs.

Ford Motor Company web page, “Ford’s Mykey Feature Allows Fleet Owners to Control Speed and Radio Volume for Safety,” 2 pgs., 2008, downloaded from www.ford.com/about-ford/news-announcements/press-releases.

Ford Motor Company, 2007 Explorer Owner’s Guide (post-2002-fmt), pp. 1, and 124-126; 4 pgs.

My Jeep Community—Welcome Jeep Owners, Enthusiasts, Employees and Suppliers! online community, 25 pages, downloaded on Jun. 8, 2009 from www.myjeepcommunity.com.

RPM8000 TacTrack User Manual, Atgo Technologies, 11 pgs., Buffalo, MN, available at least as early as Mar. 2009; 11 pgs.

RPM8000 TacTrack web page, “New RPM8000 Device Manager Software Available Free!,” Atgo Technologies, 2 pgs., downloaded on Dec. 12, 2008 from www.atgotech.com.

Sport Rider Online Magazine; 2005 BMW K1200S Electronics, 4 pgs., downloaded on Aug. 31, 2006 from www.sportrider.com/bikes/2005/146_05_bmw_K12s_electronics/.

Sport Rider Online Magazine; 2005 BMW K1200S, 5 pgs., downloaded on Jun. 30, 2005 from www.sportrider.com/bikes/2005/146_05_bmw_K12s/.

Valk, John, “The New BMW R1200 RT,” 11 pgs., downloaded on Jul. 8, 2005 from www.johnvalkbmw.ca/2005/BMW/R1200RT/General-R1200RT-More.htm.

Jeep—The Jeep Community—Jeep Urban Ranger, 3 pgs; downloaded on Jun. 8, 2009 from www.jeep.com; 3 pgs.

International Search Report and Written Opinion of the International Searching Authority for PCT/US2014/018638, Sep. 1, 2014; 11 pages.

(56)

References Cited

OTHER PUBLICATIONS

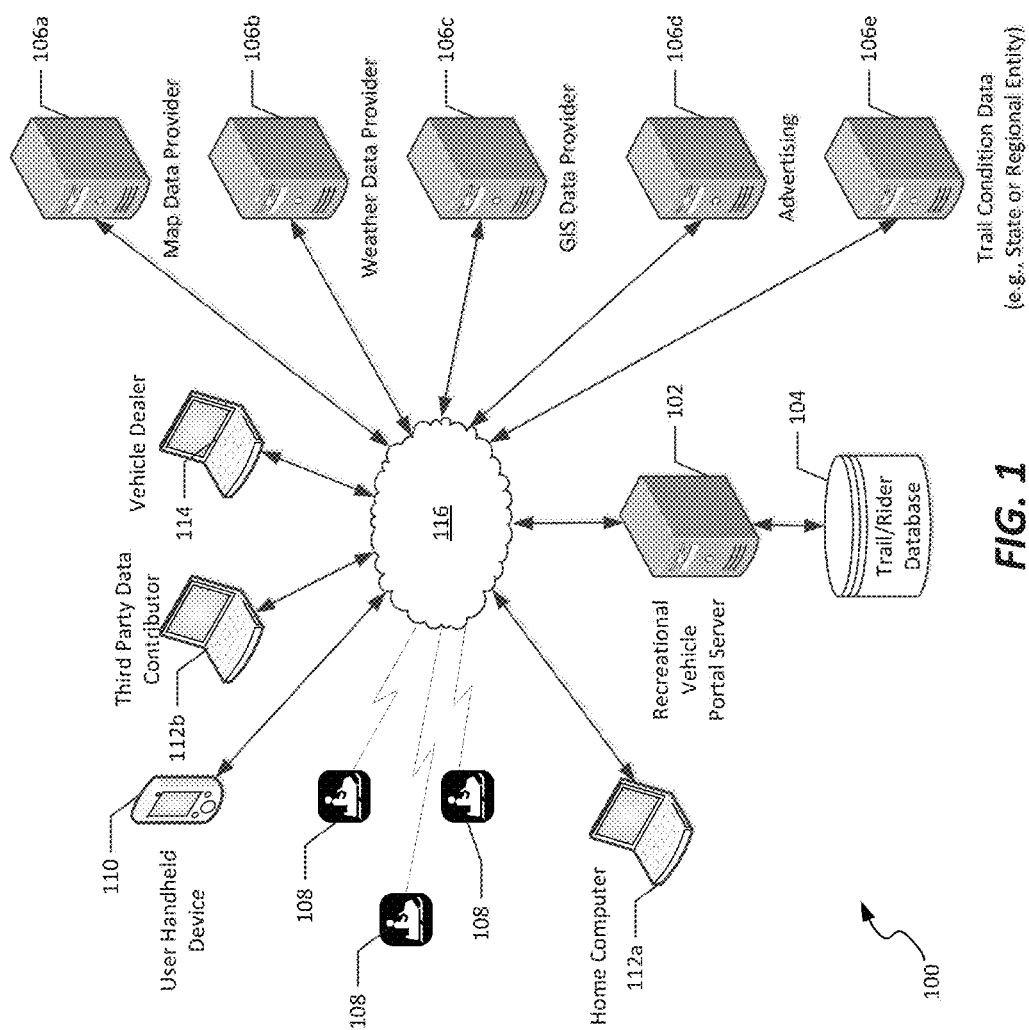
“TrakMaps—Our Digital Maps & Charts,” Jan. 28, 2013, XP055134443, retrieved from the Internet: URL: <https://web.archive.org/web/20130128163653/http://www.trakmaps.com/ListGPSProducts.aspx?p=s> [retrieved on Aug. 12, 2014]; 1 page.
 “TrakMaps—Our Digital Maps & Charts”—All Products Tab, Jan. 4, 2013, retrieved from the Internet: URL: <https://web.archive.org/web/20130104230952/http://www.trakmaps.com/ListGPSProduct> . . . [retrieved on Nov. 10, 2015]; 4 pages.
 “TrakMaps—Our Digital Maps & Charts”—ATV Trails Tab, Jan. 28, 2013, retrieved from the Internet: URL: <https://web.archive.org/web/>

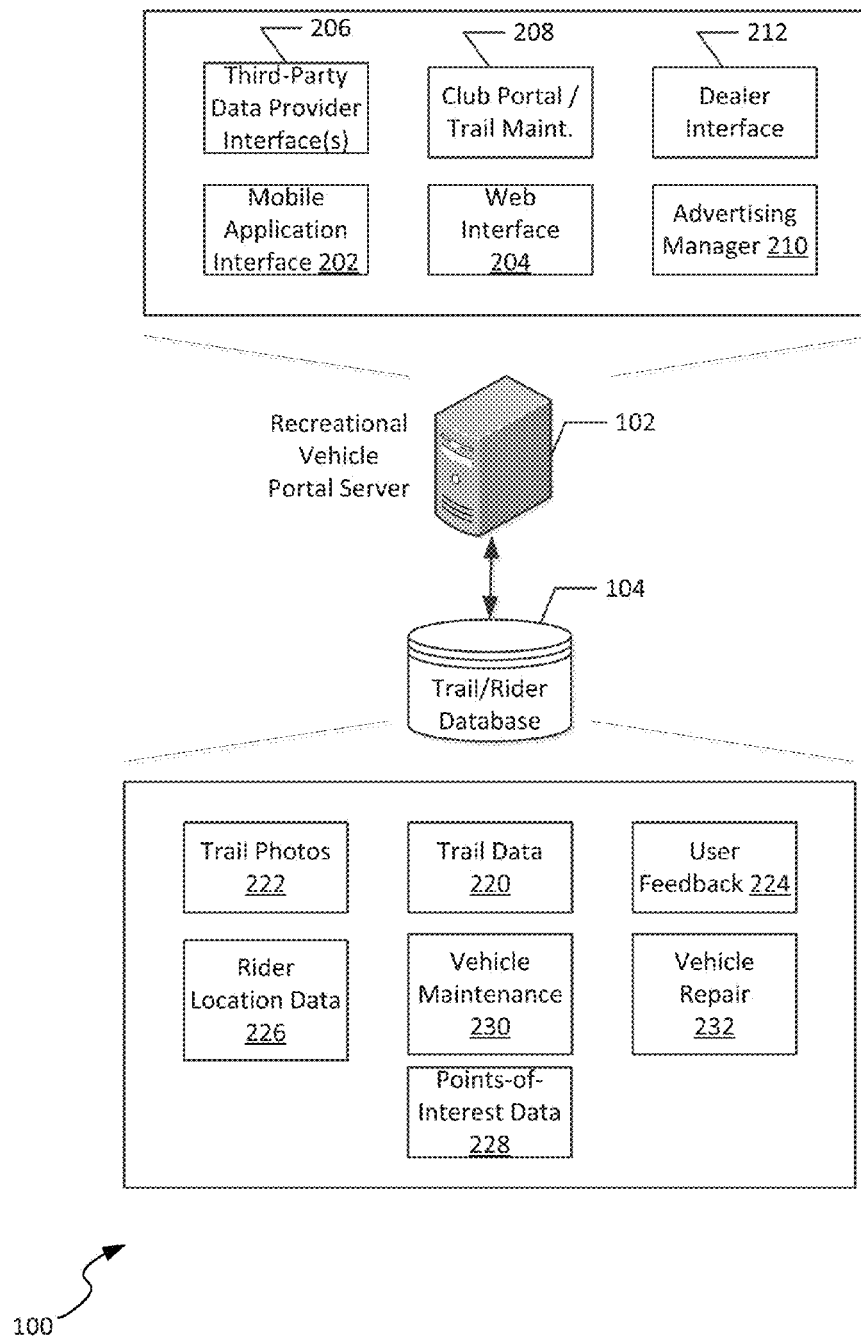
20130128164123/<http://www.trakmaps.com/ListGPSProduct> . . . [retrieved on Nov. 10, 2015]; 2 pages.

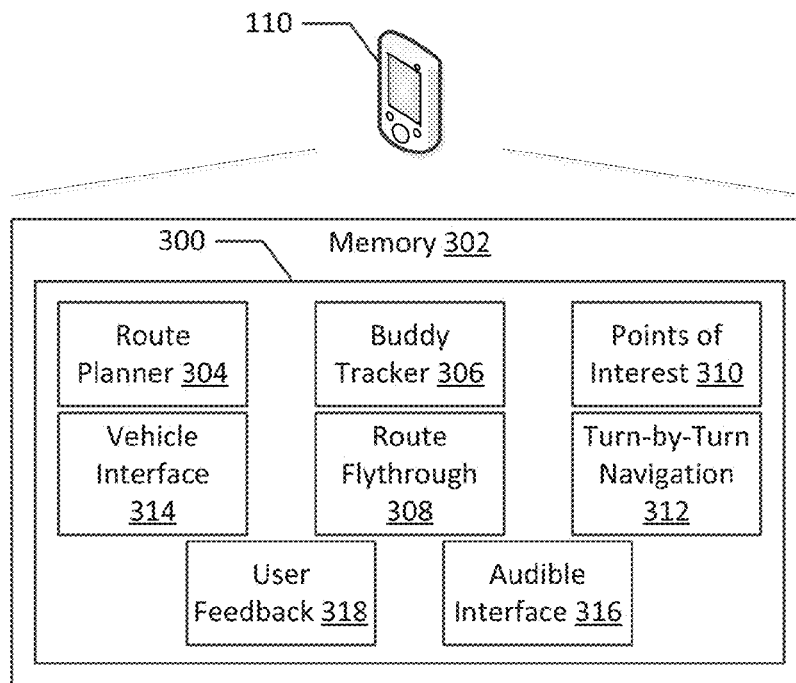
“TrakMaps—Our Digital Maps & Charts”—Snowmobile Trails Tab, Jan. 28, 2013, retrieved from the Internet: URL: <https://web.archive.org/web/20130128163653/http://www.trakmaps.com/ListGPSProduct> . . . [retrieved on Nov. 10, 2015]; 2 pages.

“TrakMaps—Our Digital Maps & Charts”—Topography Tab, Jan. 6, 2013, retrieved from the Internet: URL: <https://web.archive.org/web/20130106085557/http://www.trakmaps.com/ListGPSProduct> . . . [retrieved on Nov. 10, 2015]; 2 pages.

* cited by examiner



**FIG. 2**

**FIG. 3**

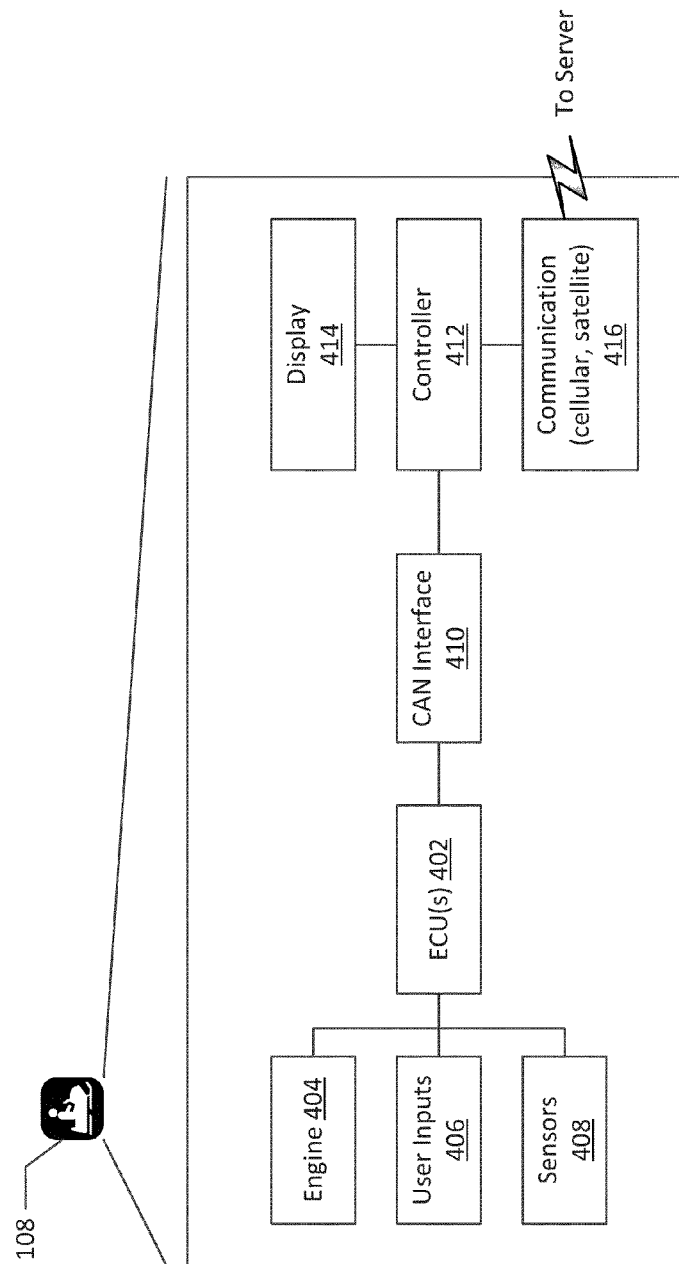


FIG. 4

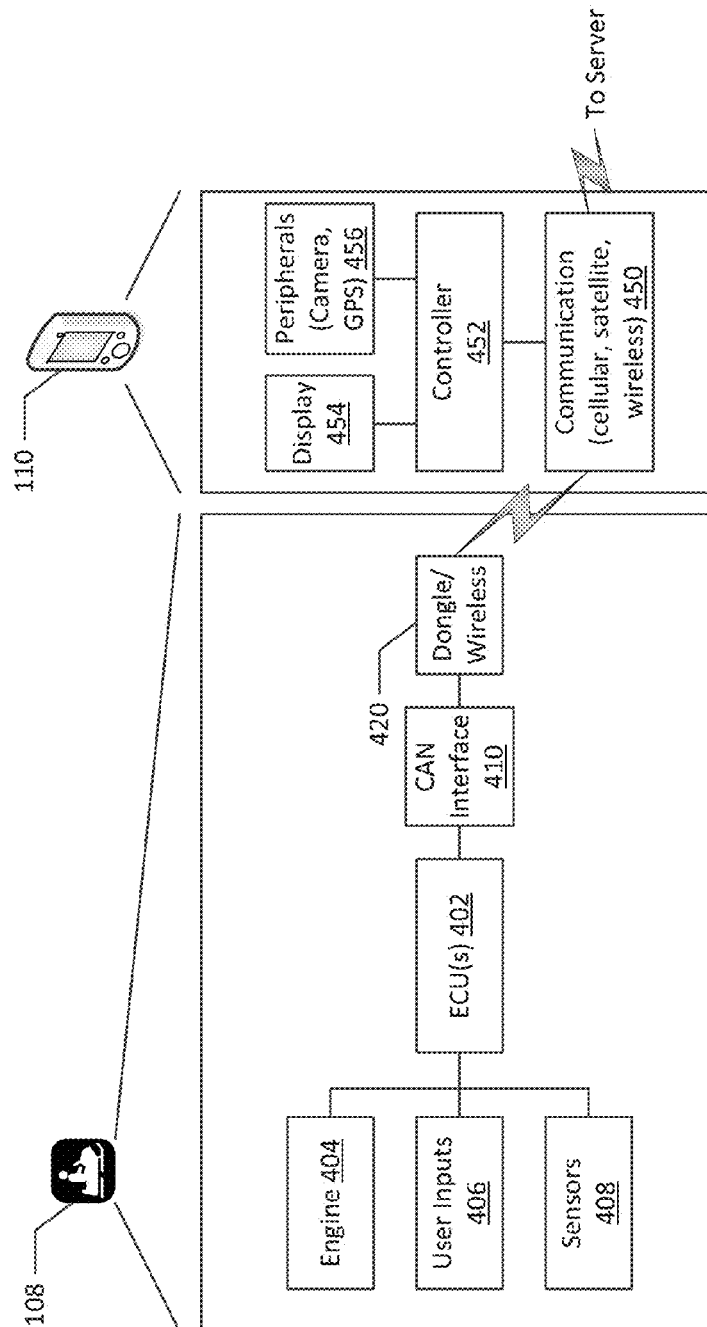


FIG. 5

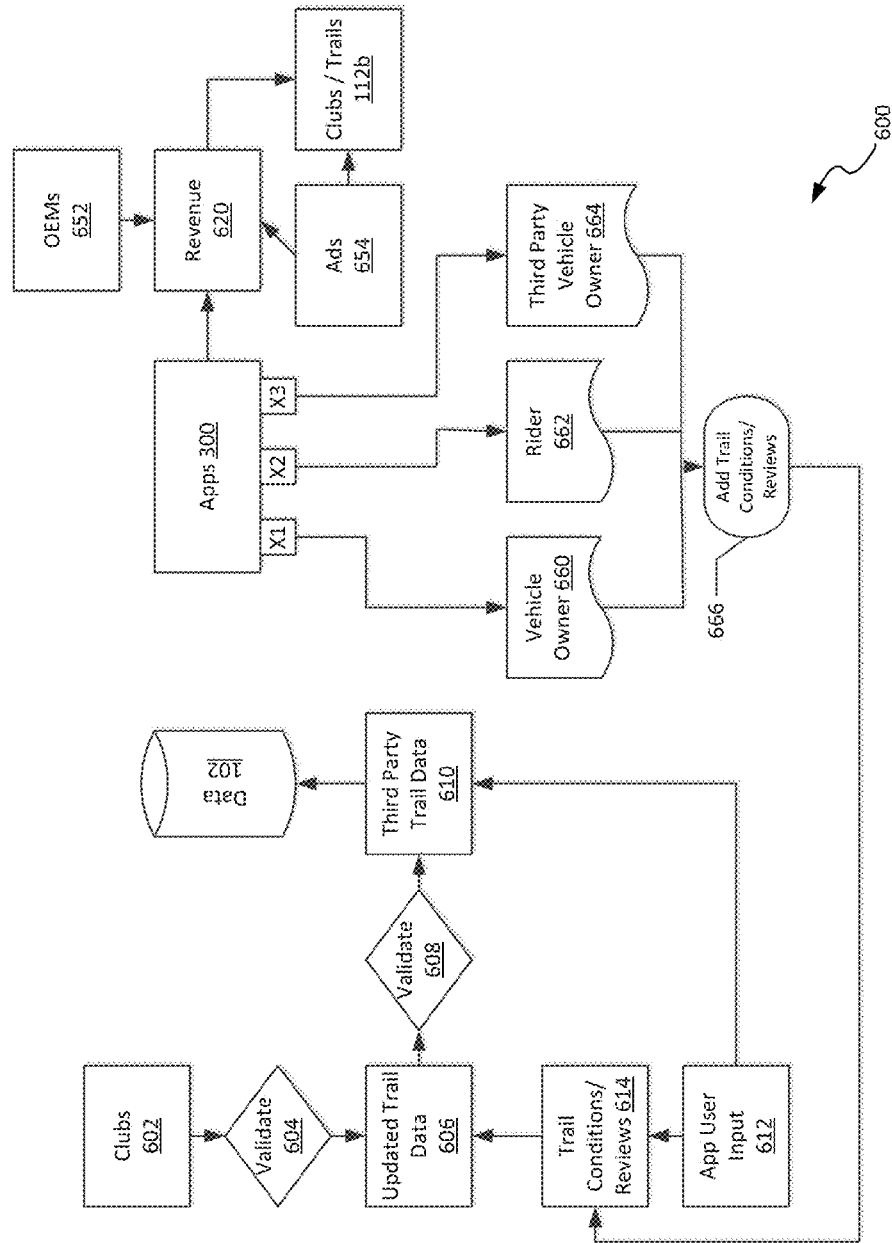


FIG. 6

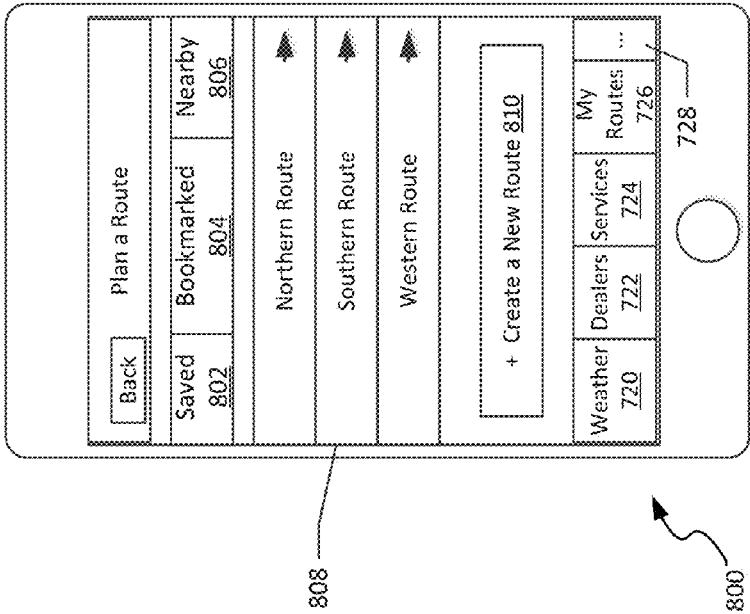


FIG. 7

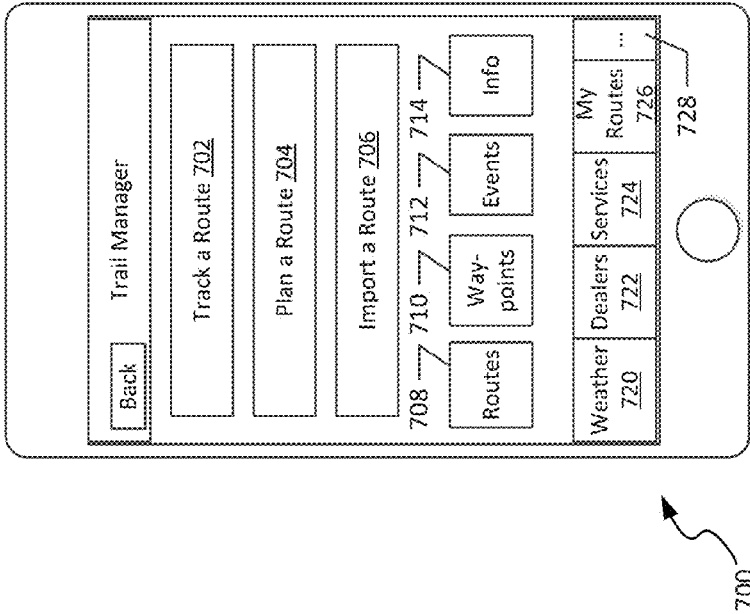


FIG. 8

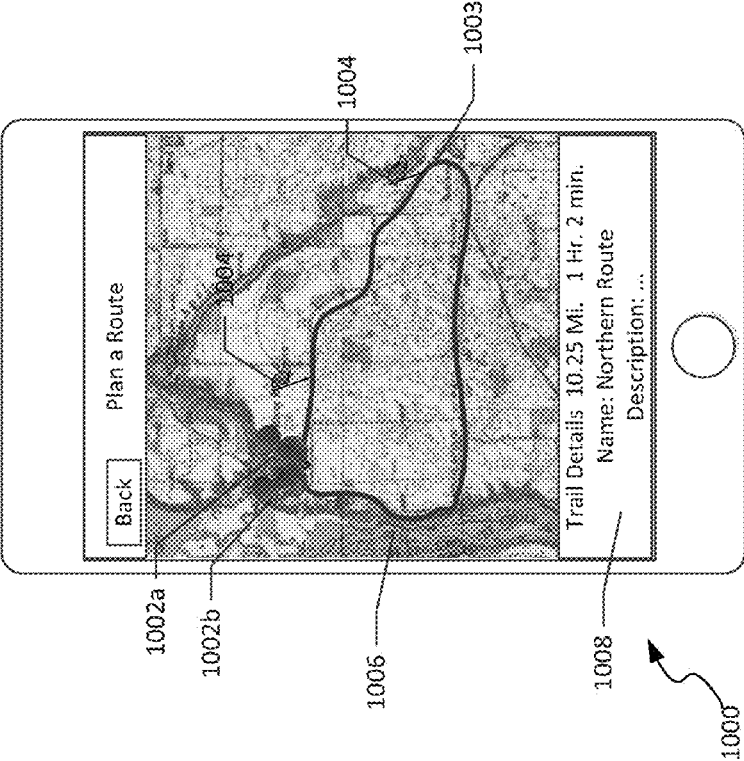


FIG. 9

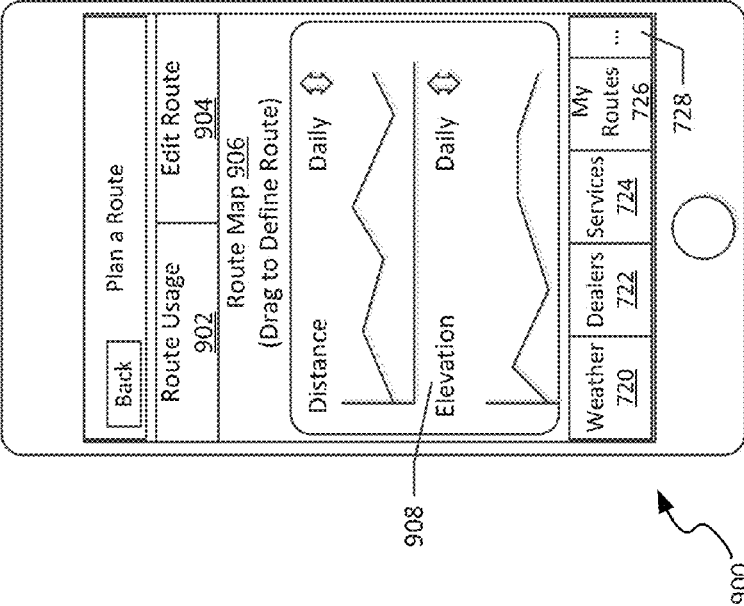


FIG. 10

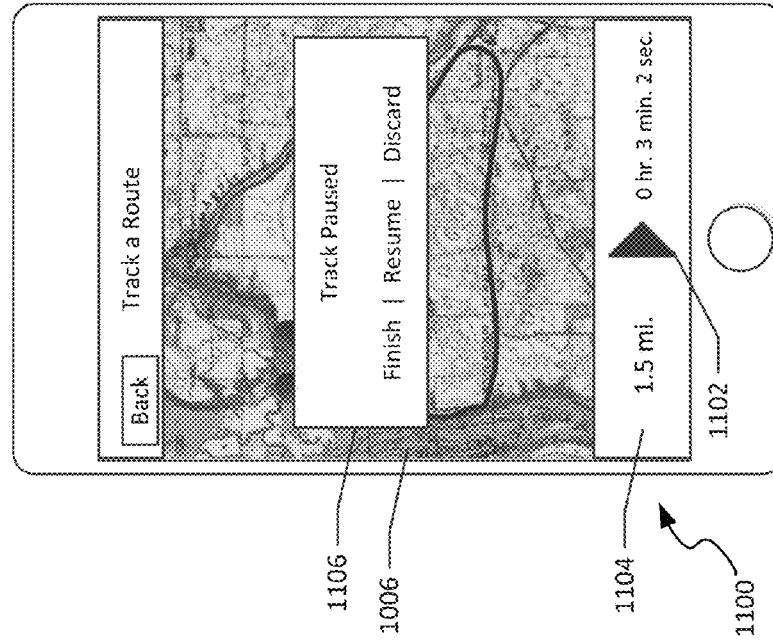


FIG. 12

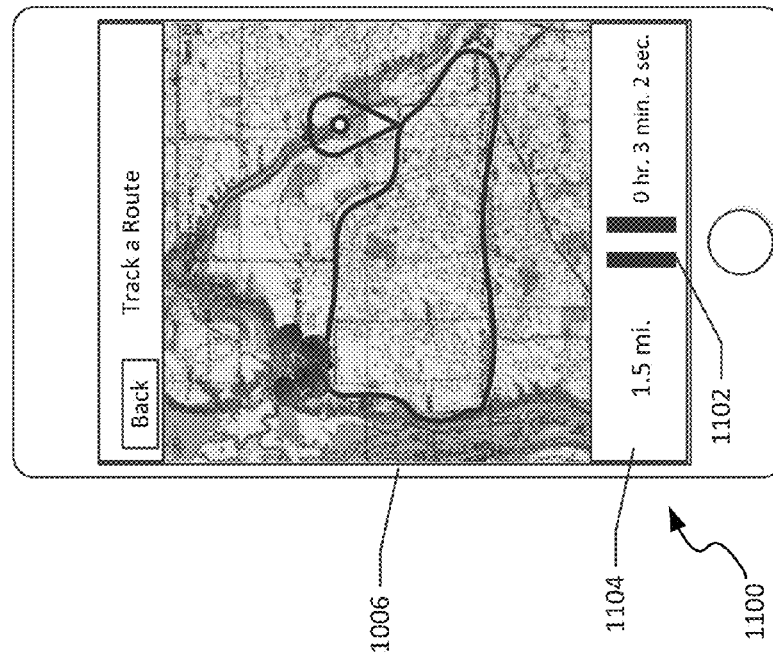


FIG. 11

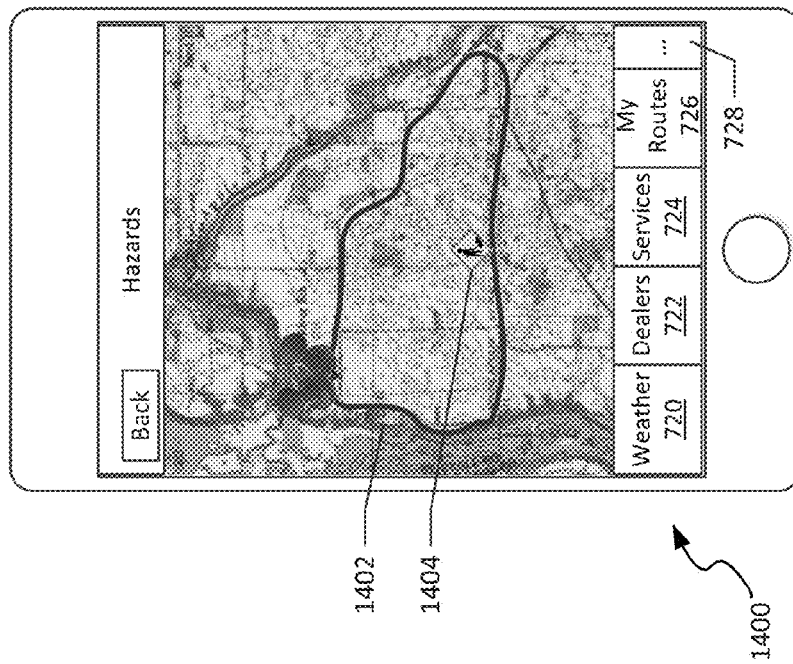


FIG. 13

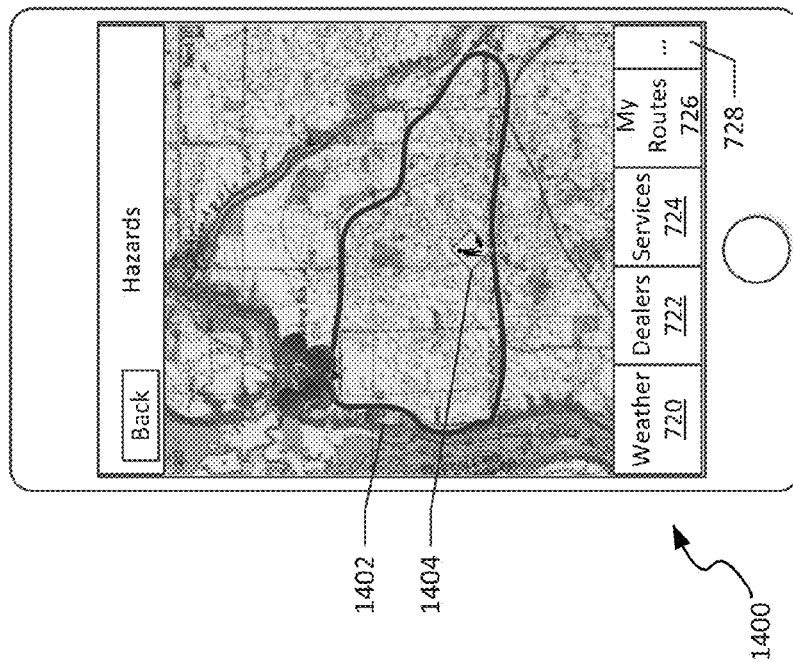


FIG. 14

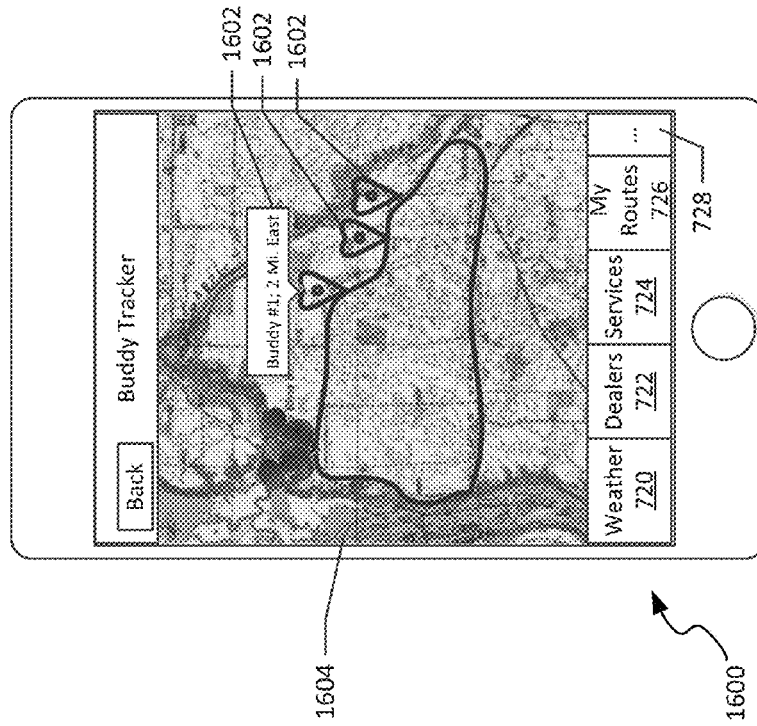


FIG. 15

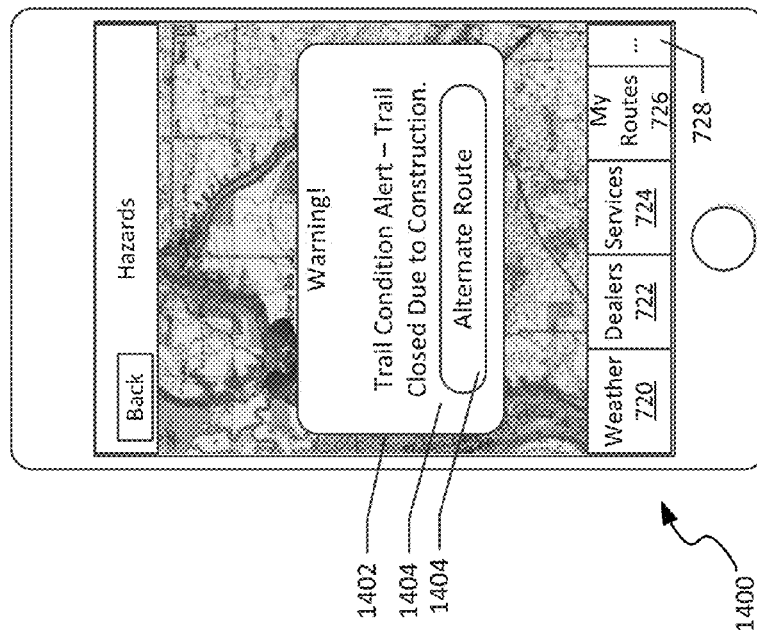


FIG. 16

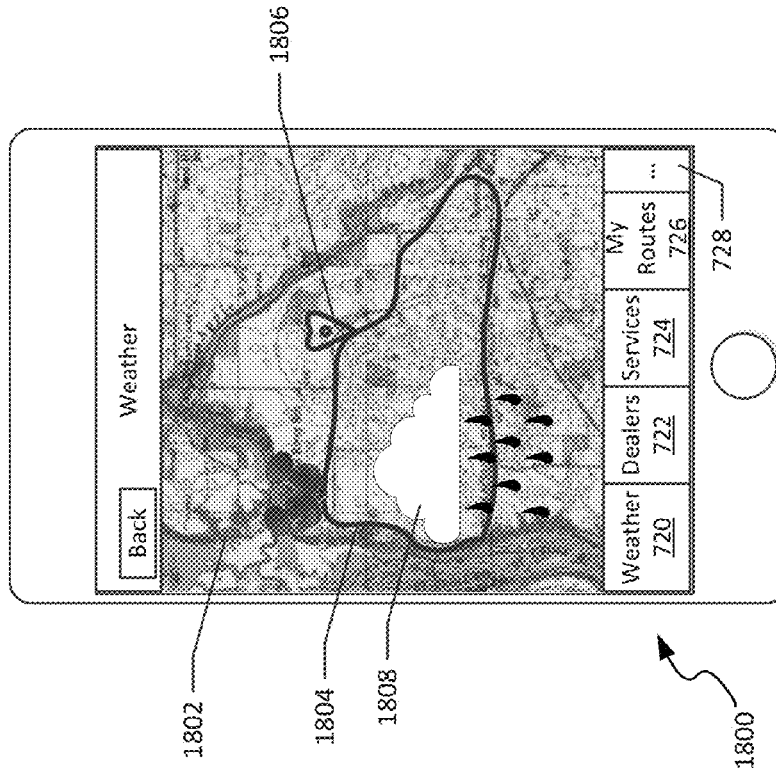


FIG. 17

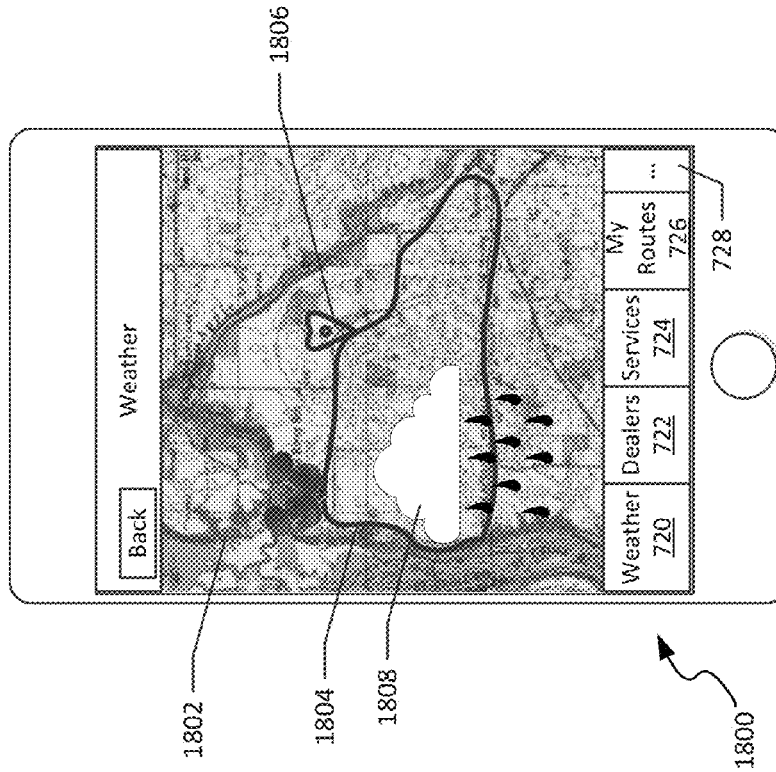
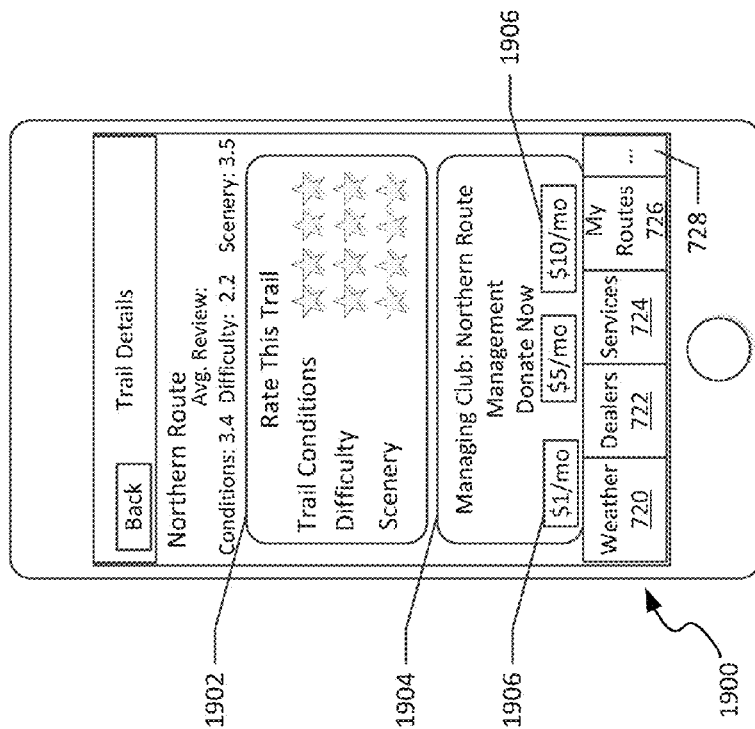
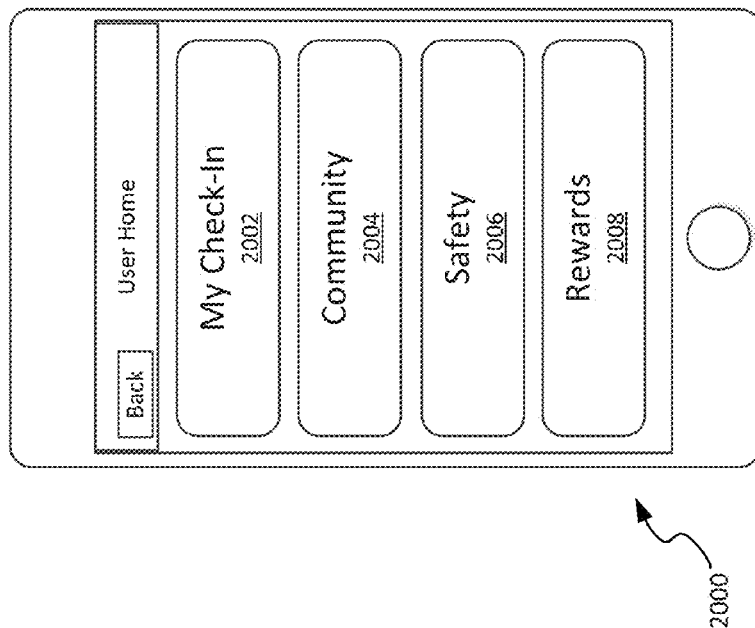


FIG. 18



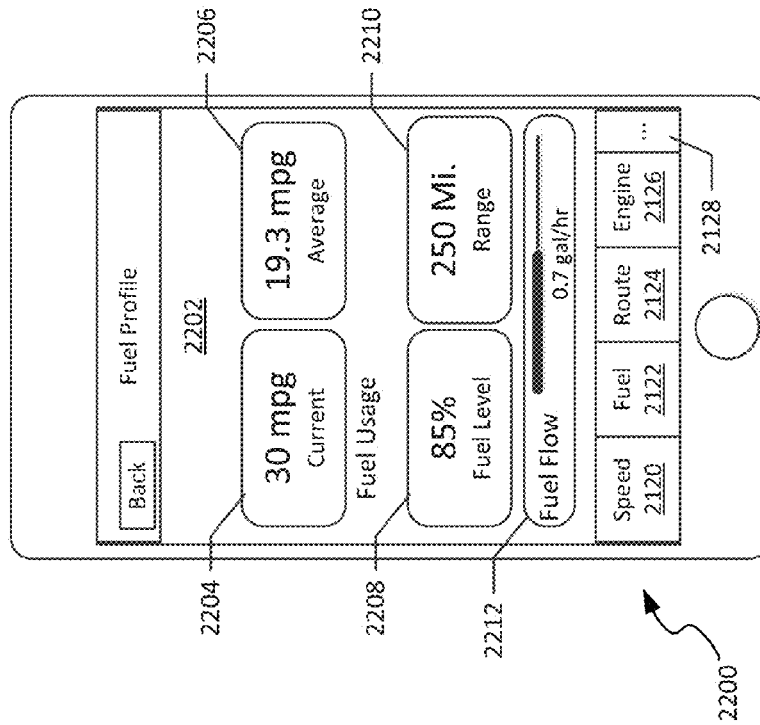


FIG. 21

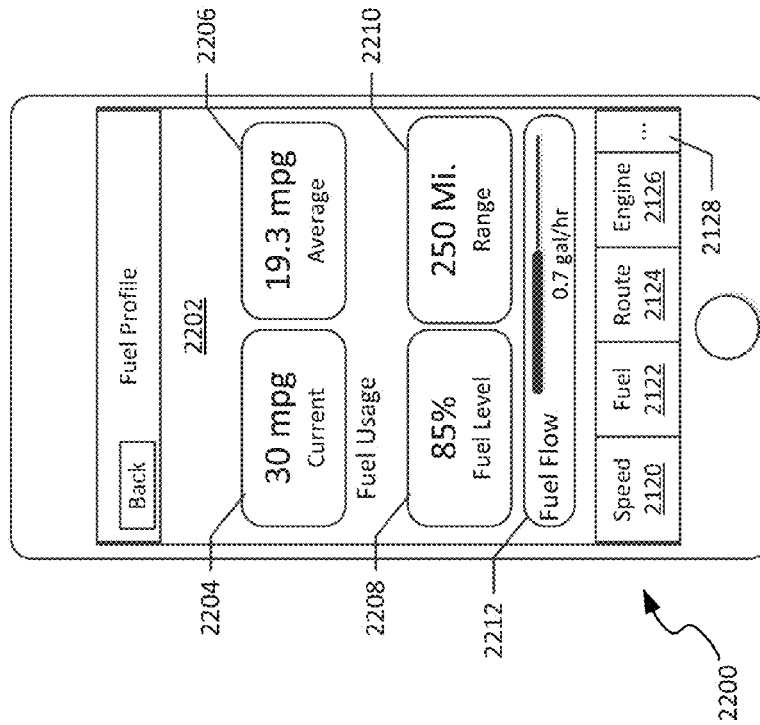
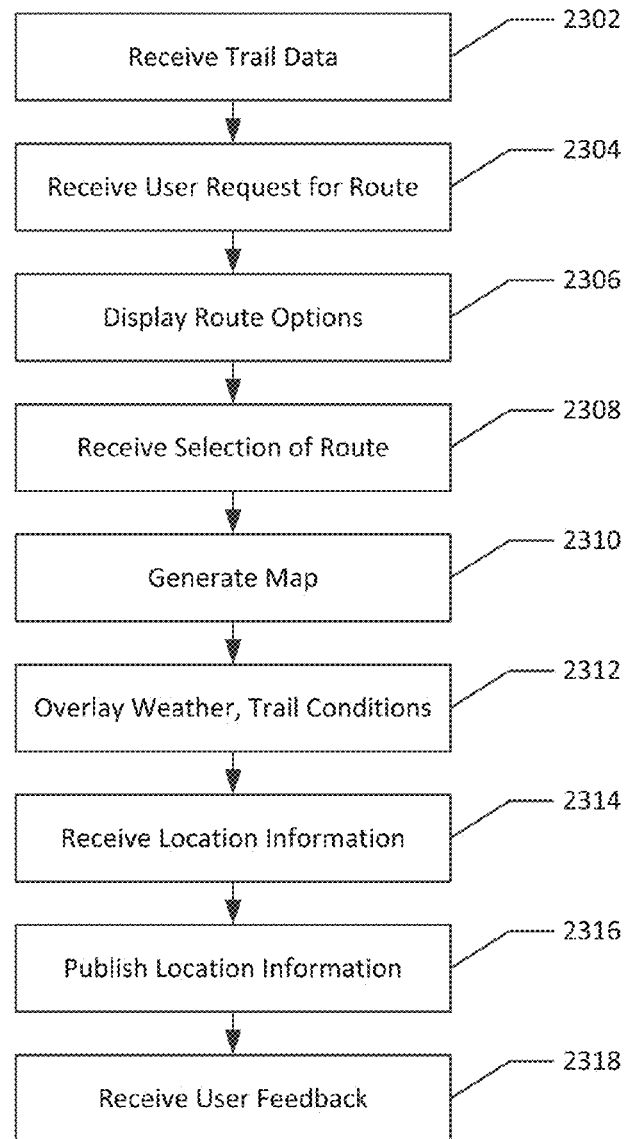
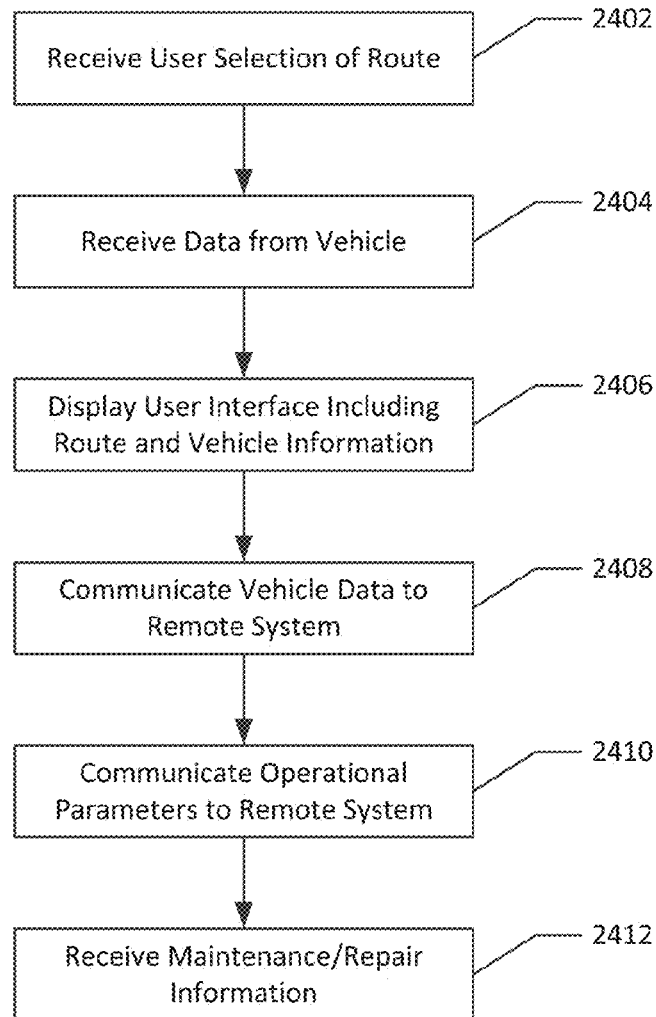


FIG. 22



2300

FIG. 23

**FIG. 24**

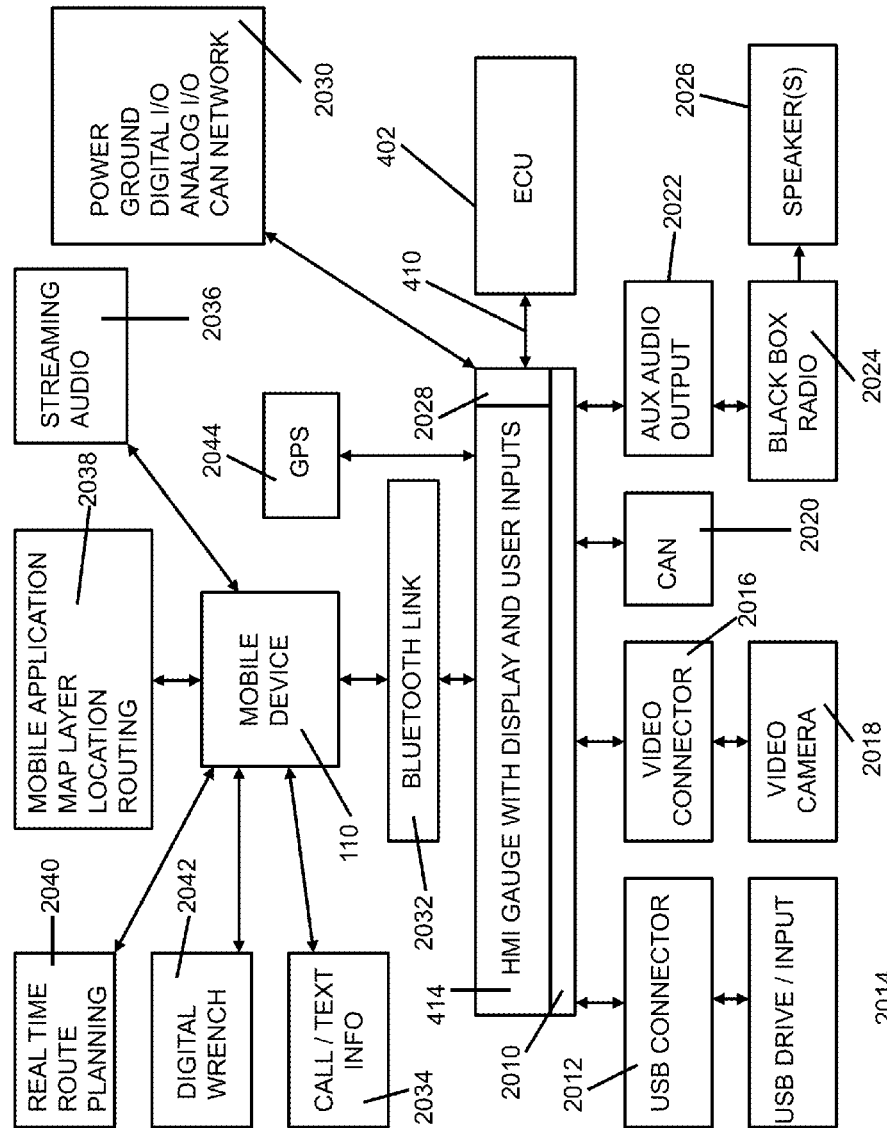


FIG. 25

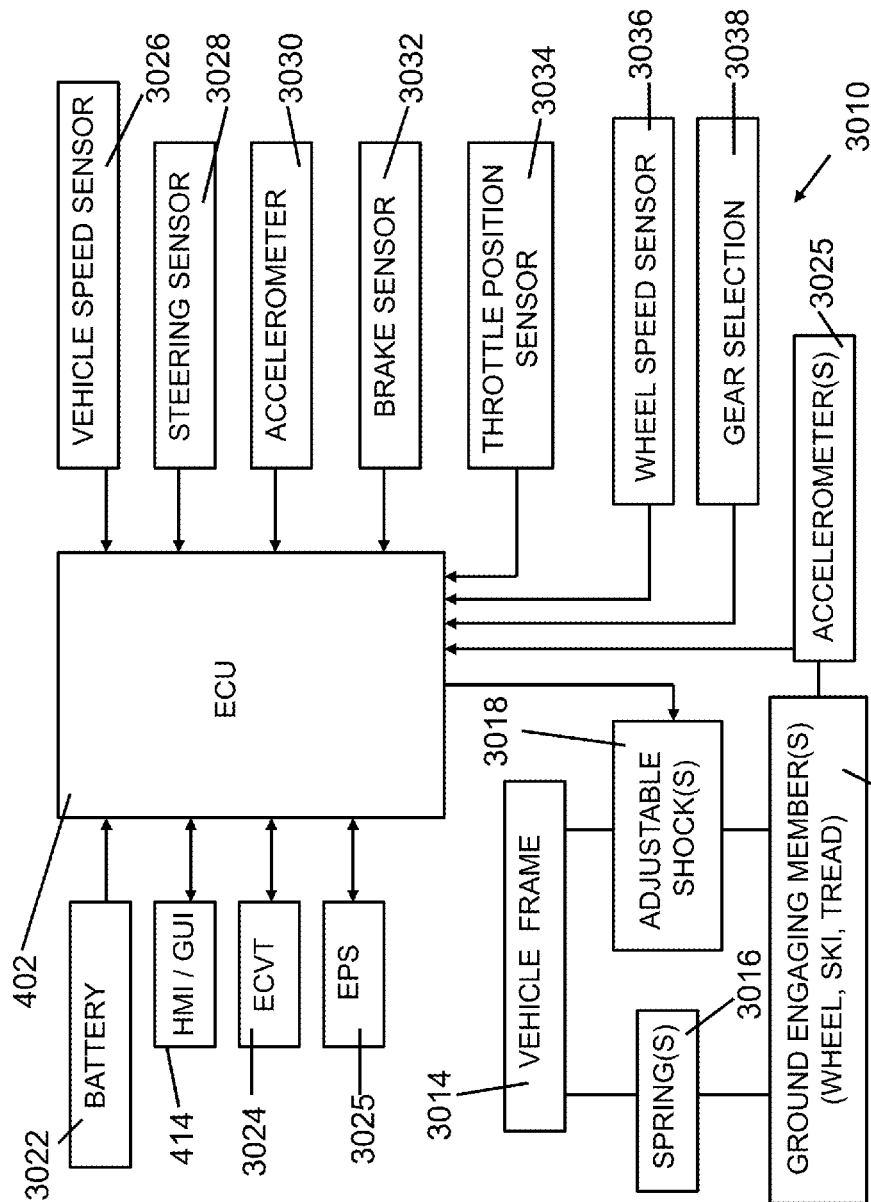


FIG. 26

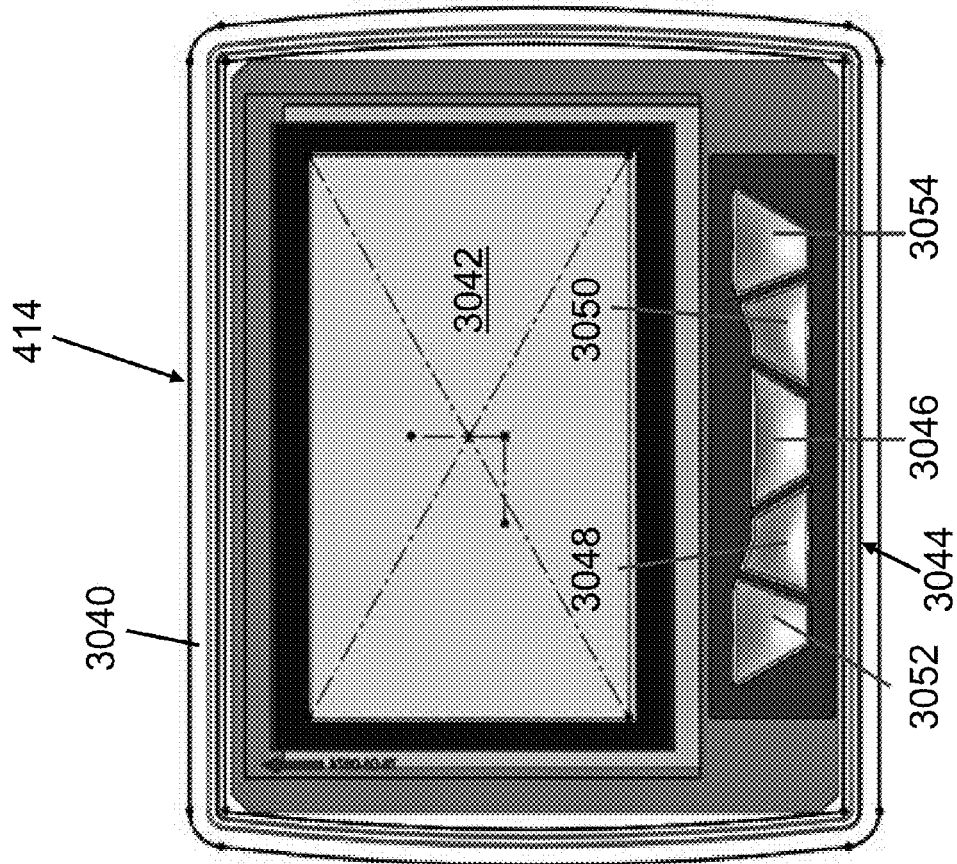


FIG. 28

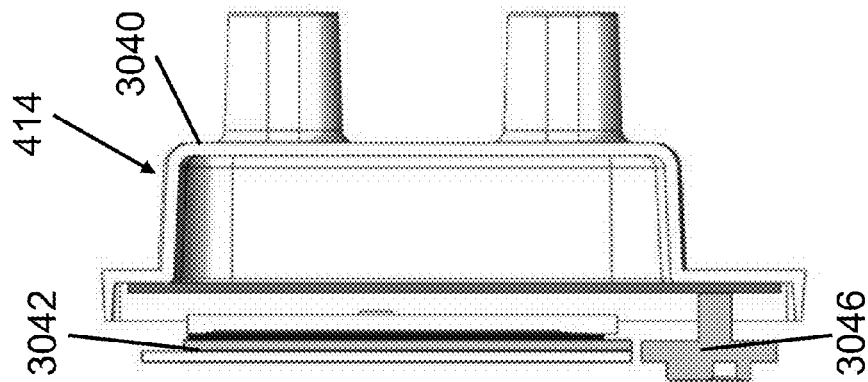


FIG. 27

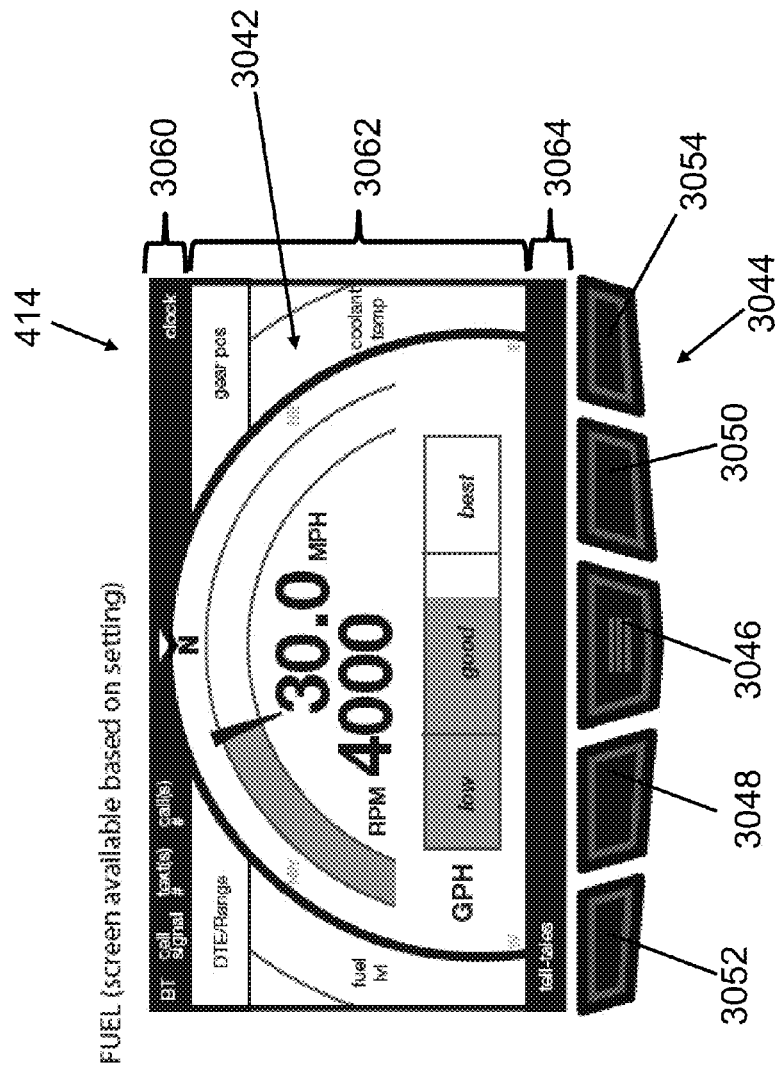


FIG. 29

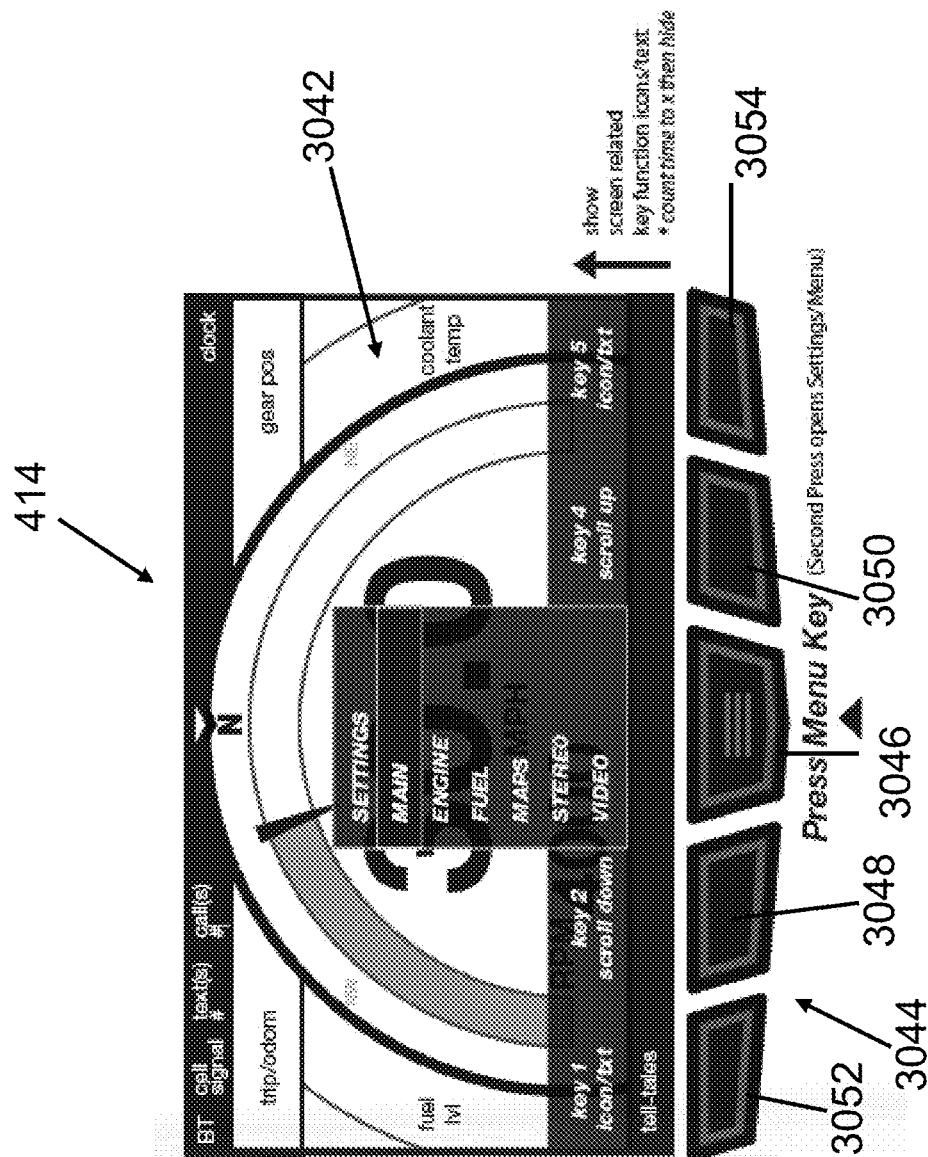


FIG. 30

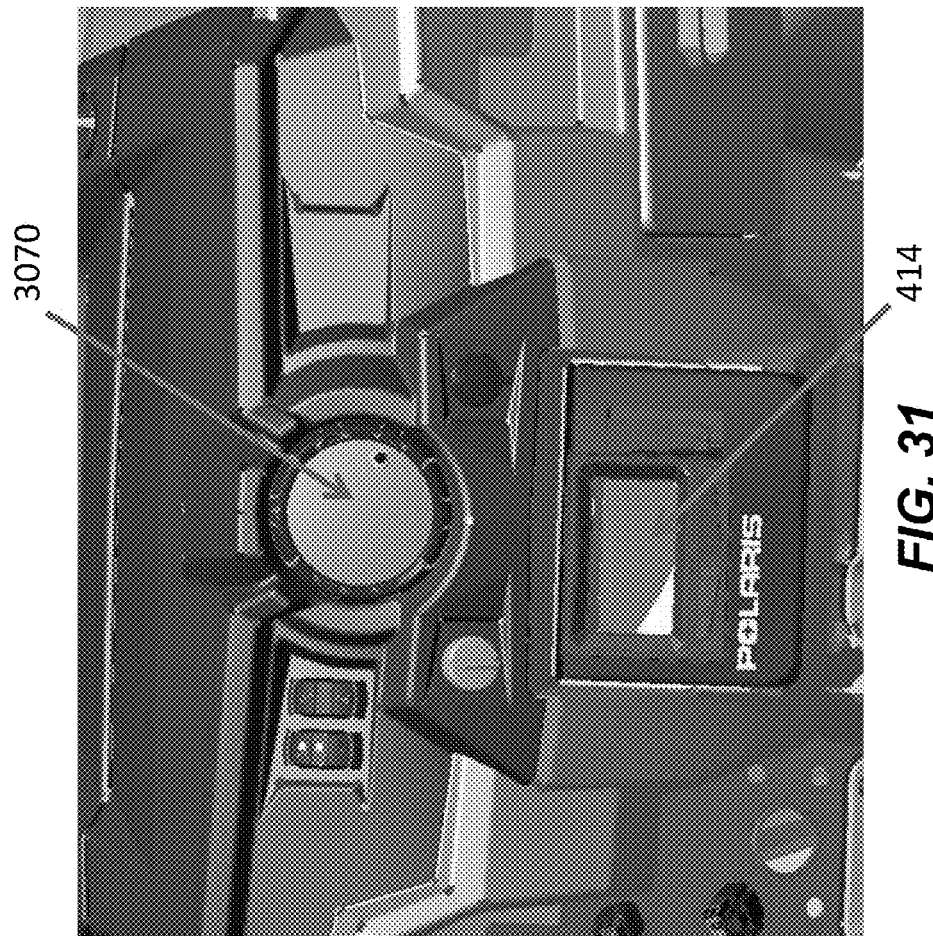


FIG. 31

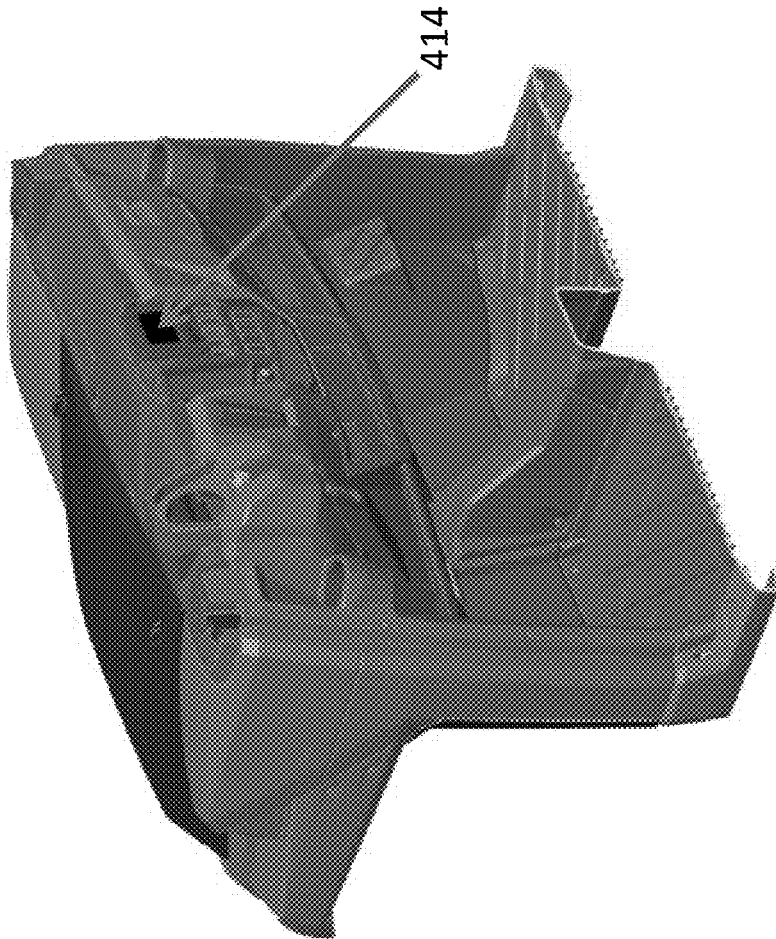
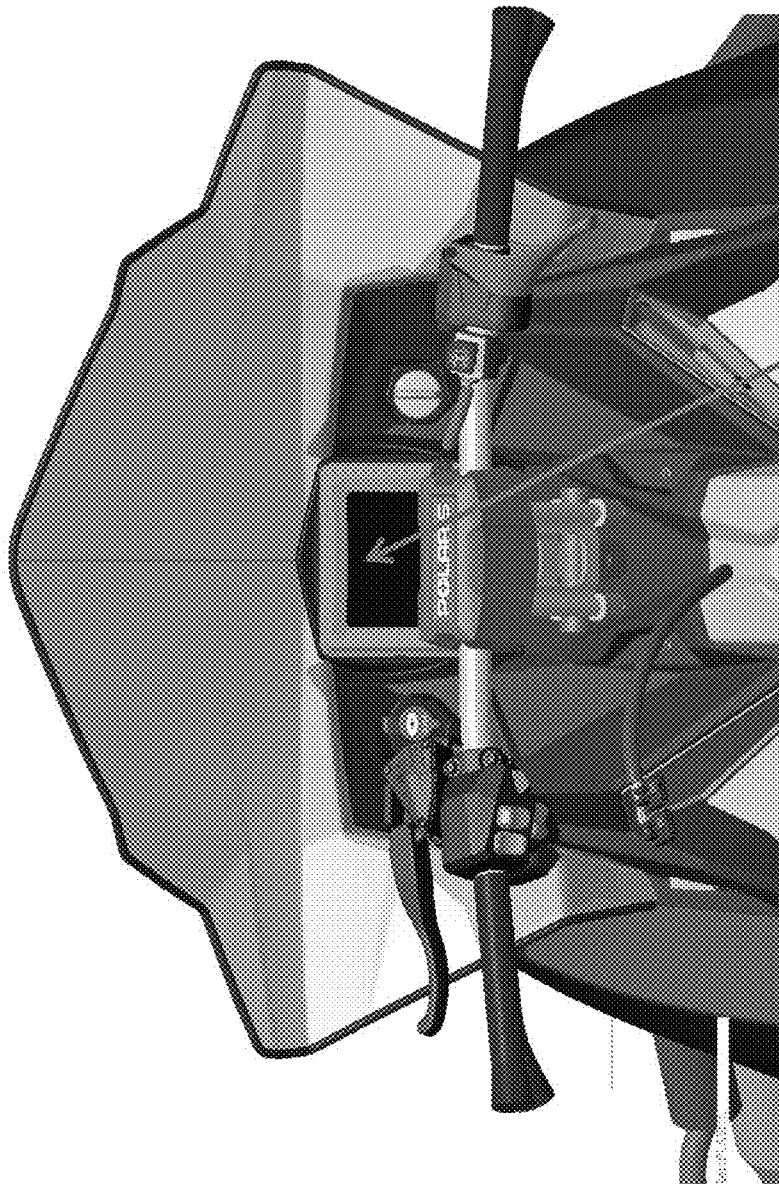


FIG. 32



414

FIG. 33

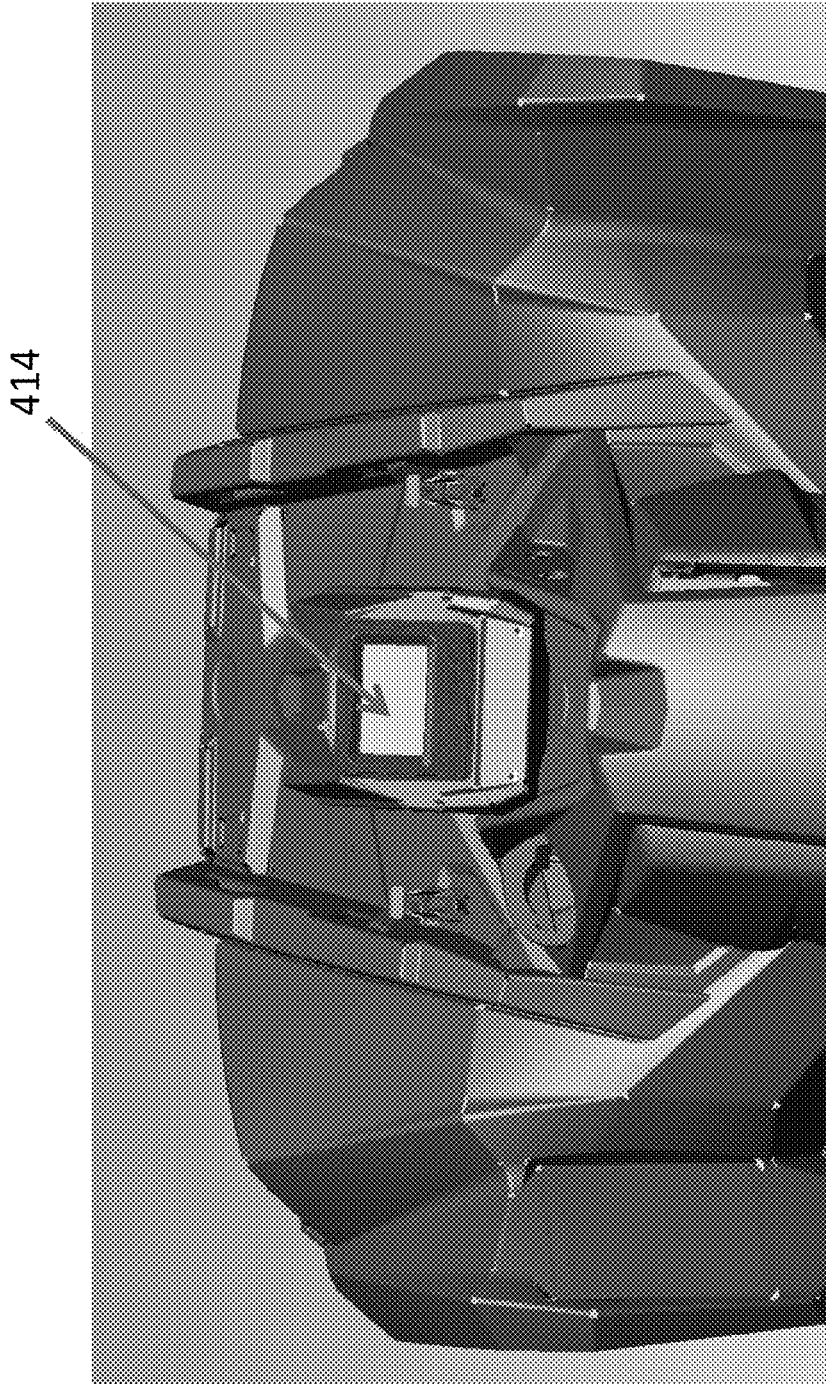


FIG. 34

1

RECREATIONAL VEHICLE INTERACTIVE, TELEMETRY, MAPPING, AND TRIP PLANNING SYSTEM

CROSS REFERENCE TO RELATED APPLICATION

This application claims the benefit of U.S. Application Ser. No. 61/769,378, filed on Feb. 26, 2013, the disclosure of which is expressly incorporated herein by reference.

BACKGROUND AND SUMMARY

Recreational vehicles, such as motorcycles, or off-road vehicles such as all-terrain vehicles (ATVs) and snowmobiles, are widely used for recreational purposes. These vehicles might be used on both roads and trails, or only on trails. The trails often pass over a mixture of private and public properties, which can extend for hundreds of miles in many directions, and through different areas. Such trails generally extend through rural areas, but can connect to gas stations, restaurants, bars, maintenance locations, scenic areas, and other points of potential interest to outdoor adventurers.

Currently, clubs in areas where such trails exist maintain the trails on which such off-road vehicles are used. For example, a snowmobile club in a particular geographical area will maintain a relationship with the owners of the lands through which the trails pass, and will monitor and maintain the trail conditions (e.g., by monitoring the snow and trail conditions, maintaining signs, clearing obstacles, etc.). That club generally also will create a map that can be purchased by visitors to the area. The map will generally include points of interest in the area, and advertisements and coupons associated with the businesses on the map. Those maps can be sold at gas stations, bars, restaurants, and online for use by riders who plan to visit the area. The cost of the map and the cost of the advertisements are used to fund the club's upkeep of the trail system in that area.

This arrangement is convenient for upkeep of trails, but can be inconvenient to trail users. There are a number of reasons for this. For example, trail maps are generally organized by region, and riders may wish to travel among a number of regions whose maps are maintained by different clubs. Furthermore, trail riders may wish to have coordinated maps of points of interest that are not limited to the regions covered by a particular club, and not limited those businesses that choose to advertise with that club.

In connection with these difficulties, trail riders will often opt to purchase and download an electronic copy of the trail map, and plan their routes prior to starting that trip. However, once that trip is planned, the user will typically print out the trail map for use on the recreational vehicle for use.

In addition, recreational vehicle usage, because it typically occurs in off-road, rural areas, may cause a rider to become stranded in a location remote from any other individual, and far from a maintenance facility for that vehicle. For example, in the case of a snowmobile, a user may have an equipment malfunction or other issue far from a repair shop, or even from a road. In such cases, even if that rider had a cell phone with them (and even if that rider had service in the rural area where such a maintenance issue occurs) it may be difficult to diagnose problems with the recreational vehicle.

Beyond these existing issues in recreational vehicle usage and navigation, there is also no convenient way to coordinate route plans among riders, despite the fact that it is common to

2

take such trips in groups. Accordingly, improvements in the rider experience, and in vehicle integration with the rider experience, are desired.

In one illustrated embodiment of the present disclosure, an interactive system for use in connection with recreational vehicle usage includes a server system. The server system includes an off-road trail database containing trail data, trail condition information, and points-of-interest information, as well as a trip mapping system accessible by any of a plurality of riders, the trip mapping system allowing a rider to create a planned route based on the data in the off-road trip database and navigate the planned route. The server system further includes a trail maintenance interface accessible by users affiliated with an authorized group to edit at least a portion of the trail data, trail condition information, and points-of-interest information associated with the authorized group. The server system includes a location data management system configured to receive location data, the location data management system allowing a rider to publish his or her location information to one or more other riders within the mapping system. The server system further includes a user feedback interface configured to receive trip data from riders for publication to one or more other riders using the interactive system, the trip data including information describing an actual route and user data associated with the actual route.

In another illustrated embodiment of the present disclosure, a method of facilitating usage of a recreational vehicle includes receiving, from users affiliated with a plurality of authorized groups, trail data, trail condition information, and points-of-interest information from areas affiliated with the authorized groups, respectively. The method further includes receiving a request from a user device to define a planned off-road route in one or more of the areas, and generating a map associated with the planned off-road route, the map including trail condition information and points-of-interest information received. The method also includes receiving location information from a communications device at a location of a recreational vehicle operated by the user during travel along the planned off-road route, and publishing the location information to one or more other users based on permissions set by the user. The method includes receiving user feedback information associated with the planned off-road route from the user.

In yet another illustrated embodiment of the present disclosure, an application embodied on a computer-readable medium is disclosed that is executable on a computing device and includes program instructions that, when executed, are configured to cause the computing device to receive user input requesting an off-road route, the user input including one or more ride parameters. The computing device is also configured to define an off-road route based at least in part on the one or more ride parameters and trail condition data received from one or more third-party sources, and present the off-road route to the user via a map display, including presenting a plurality of route variations to the user, the route variations including display of one or more ride parameters of the route variations compared to the off-road route. The computing device is further configured to receive user selection of a desired off-road route for traversal.

In still another illustrated embodiment of the present disclosure, a computer-readable medium comprising computer-executable instructions is disclosed that, when executed, perform a method for integrating rider experience with recreational vehicle performance. The method includes receiving from a user a selection of a planned route for a recreational vehicle at a computing device associated with the recreational vehicle, and receiving at the computing device,

via a communication interface connected to a control unit of a recreational vehicle, data regarding operation of the recreational vehicle. The method further includes displaying a user interface to a user, the user interface including information associated with the planned route and at least a portion of the data regarding operation of the recreational vehicle, and communicating data to a remote system from the computing device, and at least a portion of the data regarding operation of the recreational vehicle. The method also includes receiving from the remote system one or more instructions for display to the user regarding maintenance or repair tasks to be performed on the recreational vehicle.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 illustrates an interactive system for use in connection with recreational vehicle usage, according to an example embodiment of the present disclosure;

FIG. 2 illustrates an example server and database useable in the interactive system of FIG. 1;

FIG. 3 illustrates an example application useable on a mobile device and integrable with the interactive system of FIG. 1;

FIG. 4 illustrates an example arrangement for integrating a recreational vehicle into an interactive system as illustrated in FIG. 1;

FIG. 5 illustrates an alternative arrangement for integrating a recreational vehicle into an interactive system as illustrated in FIG. 1;

FIG. 6 illustrates an example dataflow for management of trail data useable within the interactive system of FIG. 1;

FIG. 7 illustrates an example user interface used for managing trail data by a user or recreational vehicle rider;

FIG. 8 illustrates an example user interface used for planning a route by a user or recreational vehicle rider;

FIG. 9 illustrates an example user interface used for viewing route data by a user or recreational vehicle rider;

FIG. 10 illustrates an example user interface used for viewing points of interest along a planned route by a user or recreational vehicle rider;

FIG. 11 illustrates an example user interface used for tracking a route by a user or recreational vehicle rider;

FIG. 12 illustrates a second example user interface used for tracking a route by a user or recreational vehicle rider;

FIG. 13 illustrates an example user interface used for creating a new route by a user or recreational vehicle rider;

FIG. 14 illustrates an example user interface used for displaying hazards along a route to a user or recreational vehicle rider;

FIG. 15 illustrates a second example user interface used for displaying hazards along a route to a user or recreational vehicle rider;

FIG. 16 illustrates an example user interface used for displaying locations of selected other individuals along a route to a user or recreational vehicle rider;

FIG. 17 illustrates an example user interface used for displaying details regarding a selected individual to a user or recreational vehicle rider;

FIG. 18 illustrates an example user interface used for displaying weather data along a trail to a user or recreational vehicle rider;

FIG. 19 illustrates an example user interface used for displaying trail details to a user or recreational vehicle rider;

FIG. 20 illustrates an example user interface used for integrating social media features into a trail rider system for use by a user or recreational vehicle rider;

FIG. 21 illustrates an example user interface used for displaying recreational vehicle speed data to a user or recreational vehicle rider;

FIG. 22 illustrates an example user interface used for displaying recreational vehicle fuel usage to a user or recreational vehicle rider;

FIG. 23 illustrates a flowchart of a method for facilitating usage of a recreational vehicle, according to an example embodiment;

FIG. 24 illustrates a flowchart of a method for integrating rider experience with recreational vehicle performance, according to an example embodiment.

FIG. 25 is a block diagram illustrating components of a multi-function gauge having a full color display screen interacting with a mobile device and other vehicle components;

FIG. 26 is a block diagram illustrating vehicle sensors coupled to an electronic control unit (ECU) and components of a vehicle controlled by the ECU through the gauge or mobile device;

FIGS. 27 and 28 illustrate additional details of a multi-function gauge of one embodiment of the present disclosure;

FIGS. 29 and 30 illustrate display screens and control buttons of the gauge of FIGS. 27 and 28; and

FIGS. 31-34 illustrate the position of the multi-function gauge and display screen located within utility vehicles, all terrain vehicles, and snowmobiles.

DETAILED DESCRIPTION OF THE DRAWINGS

Various embodiments of the present invention will be described in detail with reference to the drawings, wherein like reference numerals represent like parts and assemblies throughout the several views. Reference to various embodiments does not limit the scope of the invention, which is limited only by the scope of the claims attached hereto. Additionally, any examples set forth in this specification are not intended to be limiting and merely set forth some of the many possible embodiments for the claimed invention.

The logical operations of the various embodiments of the disclosure described herein are implemented as: (1) a sequence of computer implemented steps, operations, or procedures running on a programmable circuit within a computer, and/or (2) a sequence of computer implemented steps, operations, or procedures running on a programmable circuit within a directory system, database, or compiler.

As briefly described above, embodiments of the present invention are directed to systems and methods that provide for a guided, interactive user experience for use in off-road or recreational vehicle usage. This can include, for example, usage in connection with motorcycle, all-terrain vehicle, snowmobile, or other types of recreational vehicles, and involves aggregation of user feedback regarding trail information and points-of-interest data, club information regarding trail conditions, and weather, hazard, and vehicle data to enrich the rider experience. By providing users with shared information regarding trail condition, length, difficulty, weather, and points of interest data, while also displaying to a rider various data regarding his or her vehicle on a display alongside weather or hazard data and locations of other riders along a particular trail, that user's experience can be improved, by ensuring that the user is connected with the people, places, and vehicle experiences that will encourage the user to continue use of recreational vehicles.

Referring now to FIG. 1, an interactive system 100 is shown for use in connection with recreational vehicle usage, according to an example embodiment of the present disclosure. The interactive system 100 includes a server system,

5

shown as recreational vehicle portal server **102**, hosting a trail and rider database **104**. The recreational vehicle portal server **102**, referred to herein as server **102**, generally corresponds to one or more computing systems configured to store and process data associated with one or more riders of recreational vehicles, as well as data associated with trails of interest to those riders. Such data can be located in the trail and rider database **104**, or can be received from any of a plurality of data providers, such as data providers **106a-e**, discussed below.

In the embodiment shown, the server **102** is accessible by any of a plurality of users of recreational vehicles **108**, which can include off-road vehicles, such as all-terrain vehicles or snowmobiles, and can also include other types of recreational vehicles such as motorcycles. It is noted that, although in the embodiment illustrated in FIG. **1** only snowmobiles are shown, it is understood that other types of recreational vehicles could be used as well, according to the various aspects of the present disclosure.

The server **102** is also accessible via a plurality of other computing devices, such as a mobile device **110** (e.g., a mobile phone or tablet device) and/or a computing device **112** having a web browser installed thereon. However, for some uses of the server **102**, a computing device **112** and associated web browser may be required to enable some functionality, while in other example embodiments, an application installed on a mobile device **110** may be required. For example, as discussed in connection with some embodiments of user interfaces discussed below, location-based services in which a user's location is published, and where loyalty-based social networking and location services are provided may require use of a mobile device **110**, while some features, such as entry of trail maintenance and/or condition data may require entry through a specific web interface by particular individuals (e.g., authorized members of a club responsible for maintaining the trail). In the example shown, first and second computing devices **112a-b** are shown, representing a user acting as a rider (computing device **112a**) and a second computing device associated with a member of a trail-managing club (computing device **112b**), respectively.

In the embodiment shown, a plurality of third-party data services is integrated with the information delivered to the users of devices **110**, **112a-b**. The data services, provided by data providers **106a-e**, allow for integration of a variety of types of data in a user interface coordinated by server **102**. In the embodiment shown, the data providers **106a-e** include a map data provider **106a**, a weather data provider **106b**, a GIS data provider **106c**, an advertising data provider **106d**, and a trail condition data provider **106e**.

The map data provider **106a** delivers map services to the server **102**, with which various data overlay services can be provided including trail or route data, trail or route plans, GIS data, or other types of information as discussed herein. In some cases, the weather data provider **106b** can provide weather data such as forecast data, or could alternatively (or in addition) provide current weather or radar data for overlay on the map data received from the map data provider **106a**, for delivery to a user who is a rider of a recreational vehicle **108**, for example to allow that rider to view forecast or current inclement weather conditions. The GIS data provider **106c** similarly provides overlay information allowing for definition of topography, locations of properties, locations of cities/towns, trails, roads, and other information.

In some embodiments, the advertising data provider **106d** delivers advertisements to users who are riders. The advertising systems of the present disclosure can take many forms. For example, in some cases, when a particular route is being

6

displayed, advertising corresponding to businesses located along that route can be displayed to the user. In such cases, the advertising is managed by the server **102**, or specific advertising businesses are selected by one or more trail clubs that manage a particular area of a trail system. Correspondingly, and as discussed in further detail below, proceeds from advertising may be apportioned to the trail club in the area based on the frequency of display of advertising, or other metrics. As such, trail clubs can continue to receive revenue from advertising that currently is received based on placement of advertisements on printed trail maps associated with the area the trail club maintains.

In the embodiment shown, the trail condition data provider **106e** provides to the server **102** trail condition data. This trail condition data illustratively includes reported data from trail clubs or users, but typically corresponds to third party trail condition data, such as may be monitored by a governmental organization (e.g., the department of natural resources for the state in which the trail is located), or other regional groups.

In an illustrated embodiment, other data providers are integrated with such a system as well. For example, in the case where social networking services are provided for riders using the services provided by system **100**, such services are either integrated into the server **102** or provided by a further data provider **106**.

In addition to the data providers and third party contributors, a dealer **114** is illustratively provided access to the server **102**, for example to manage, store, and access vehicle maintenance records associated with particular vehicles. In such embodiments, the dealer **114** stores such records locally, and receives maintenance and/or repair information from a vehicle **108** from the server **102**, or alternatively stores all such maintenance and repair information in the database **104**, associated with the server **102**.

As illustrated in FIG. **1**, the various data providers **106e** are communicatively interconnected with the server **102** via a network **116**, such as the Internet. Additionally, such a network is used by users of mobile device **110** or computing devices **112a-b**, as well as dealers **114** for communicative interconnection to the server **102**.

Referring now to FIG. **2**, additional details regarding the server **102** and the trail and rider database **104** of FIG. **1** are shown. The server **102** generally provides a plurality of interfaces and services by which data are aggregated and delivered to users who are riders of recreational vehicles. As further discussed herein, the interfaces and services delivered to those users include trip planning, navigation, social networking and trail feedback, and vehicle maintenance and repair services, among others.

In the embodiment shown, the server **102** includes a mobile application interface **202** and a web interface **204** that provide user access to various mapping, planning, and on-trail data services. The web interface **202** allows a user to connect to the server **102** via a computing device **112**, and register his or her recreational vehicle with the server **102**. The mobile application interface **202** provides analogous functionality via a downloadable application stored on a smartphone or tablet device, such as mobile device **110**. Furthermore, through the web interface **204** or mobile application interface **202**, the user plans a route that the user intends to take on his/her recreational vehicle, and the server **102**, based on the trail condition data, confirms that the selected route is passable. The web interface also allows users to select their skill level, and presents various possible available routes based on the vehicle type defined by the user (snowmobile, all-terrain vehicle, motorcycle, etc.) and associated skill levels for those routes. For example, a beginner motorcycle rider has routes

presented to him or her that are limited to non-technical street routes, while a snowmobile rider is routed solely on trails, since snowmobiles are not typically ridden on roads. The route displayed includes, for example, a distance and expected time for traveling the route based on the user's skill level. Other data, such as fuel needed along the route, or display of alternative routes nearby, is delivered as well. Various other possible route selection features are possible as well, as further discussed below.

In addition to the route selection features, the mobile application interface **202** and web interface **204** each allow the user to "preview" the trip that is selected, for example by providing a user-perspective "fly-through" view or simulation of a selected route, based on trail photos or videos collected in the database **104**. Additionally, a user feedback interface available in the mobile application interface **202** and web interface **204** allows a user to indicate that he or she has taken a particular route, and allows that user to enter a review of their experience when taking that route. This information is used by subsequent riders, during trip planning, since it can be made visible in association with the route planning features discussed above.

The mobile application interface **202** and web interface **204** also allow for tracking one or more other individuals' locations along a trail, for example to trace where fellow riders are along a trail, or to monitor progress of friends or relatives who are on a trail ride. Additional details regarding the features presented by the mobile application interface **202** are discussed below in connection with FIG. 3, and examples of user displays generated by such interfaces are discussed in further detail below in connection with FIGS. 7-22.

In addition to the mobile application and web interfaces **202-204**, in the embodiment shown the server **102** includes a plurality of data interfaces. These data interfaces can include, for example, a third party data provider interface **206**, which receives and manages data associated with data providers **106a-e**, as well as a club portal interface **208**. The club portal interface **208** is configured to manage communication with members of regional trail clubs. These trail clubs generally maintain and monitor the status of trails in a particular geographical area. Members of the trail club can therefore use the portal interface **208** to update trail routes, trail conditions, provide advisories to trail riders (e.g., instructions to avoid departing trails that pass through private land, tips regarding scenic locations or routes, etc.), and notes regarding local regulations. An advertising manager component **210** coordinates with the club portal to communicate with an advertising provider **106e**, to control the types of advertisements provided to users of the mobile or web interfaces **202, 204**, thereby limiting the advertisements displayed to a user to those approved by the club, or those in the same geographical area as the club. As further discussed below in connection with FIG. 6, the advertising manager also manages revenue apportionment across trail clubs and other entities, to provide incentives to contribute to the overall system **100**.

In addition, a dealer interface **212** can be included, which associates one or more of the riders using the services of the server **102** with a particular dealer. The dealer interface **212** is used in a number of ways. In some cases, the dealer interface is used to communicate error codes or diagnostic data received from one or more recreational vehicles **108**, for example to receive in response repair instructions or maintenance tips from the dealer(s) associated with those vehicles. Accordingly, riders of recreational vehicles are ensured of vehicle repair support during trail rides, while dealers receive notifications of possible repairs, allowing the dealer to pro-

vide additional value to customers who use such vehicles that support diagnostic data communication via the server **102**.

The database **104** stores various types of data used by the server **102**, including the various interfaces **202-210**, to generate, along with data providers **106a-e**, services to be presented to users who are riders of recreational vehicles. In the embodiment shown, the database **104** includes trail data **220** used for route planning purposes, which can include routes, property details, and trail condition data as may be received from a club member or third party data provider. The database **104** can also include trail photos **222**, either submitted by riders who have previously traveled along the trails, or from a trail photo capture system useable to generate a "fly-through" sequential photo playback that simulates traveling along the trail. The database **104** further includes user feedback **224**, which can include reviews of a trail, as well as ratings of the trail (e.g., difficulty, time required to traverse, etc.) as well as notes regarding points of interest, or other features.

In the embodiment shown, the database **104** includes rider location data **226**, which can be received from a mobile device hosting a complementary application via mobile interface **202**, or directly from a GPS-equipped recreational vehicle. The rider location data **226** is used to provide turn-by-turn navigation along on- and off-road routes, and is also selectively published to other riders, for example other riders in a group of riders who wish to track each other's progress along a trail. Additionally, points-of-interest data **228** is received from users or club members, and includes specific scenic locations or businesses alongside trails. The points-of-interest data is displayed to the users. For example, the data is overlaid on a mapping display as illustrated below.

In some embodiments, the database **104** includes vehicle maintenance data **230** and vehicle repair data **232**. The vehicle maintenance data **230** includes information associated with general vehicle maintenance tips that are provided to the user, as well as specific maintenance records associated with the user's recreational vehicle. The vehicle repair data **232** includes instructions for responding to various malfunctions that may occur on such vehicles, for example including instructions for physically repairing the vehicles, or for responding to error codes received at the server **102** that are generated by an electronic control unit of a recreational vehicle, as discussed further below in connection with FIGS. 4-5. This maintenance and repair data is, for example, provided by the user via the mobile application or web interfaces **202, 204**, or from a dealer **114** as illustrated in FIG. 1.

In operation, the server **102** uses the data stored in database **104** for a variety of applications that are provided to a user via the web or mobile application interfaces **204, 202**, respectively. Accordingly, in FIG. 3, an example embodiment of a mobile application **300** is illustrated, which represents functionality that is made available to a user of a mobile device (e.g., device **110**) that is communicatively connected to the server **102**.

In the embodiment shown, the mobile application **300** resides in a memory **302** of a mobile device **110**, which typically includes a programmable circuit, display, camera, and global positioning system (GPS) antenna. Generally, the mobile application **300** is configured to interface to the mobile application interface **202** of FIG. 2, on the server **102**. By way of this communicative connection, the mobile application **300** delivers a number of services to a user who is a rider of a recreational vehicle. In particular, the mobile application includes, in the embodiment shown, a route planner component **304**, a buddy tracker component **306**, a route flythrough component **308**, and a points-of-interest compo-

nent **310**. The mobile application **300** also includes, for use during the trip, turn-by-turn navigation component **312** and a vehicle interface **314**.

The route planner component **304** provides a mechanism by which a user selects and plans one or more routes on which to take a ride with his/her recreational vehicle. The route planner component **304** includes a rules engine that operates to automatically plan a “best” route for a user given a set of parameters. For example, the route planner component **304** determines a distance, duration, difficulty level, and expected fuel consumption of a particular ride, based for example on map and GIS data received by data providers. The route planner **304** includes selectable options that allow a user to either select a particular destination (in which case the best route between a start point and that destination is supplied) or to route a user on a loop of a predetermined duration, based on skill of the user and starting location. In some embodiments, the route planner component **304** is configured to search for and/or present to a user a set of routes from which that user can select a desired route, with the routes varying in duration and/or difficulty. The route planner component **304**, in such embodiments, is directed by a user to select only “safe” or “challenging” rides for display to the user, and is configured according to rider skill level.

In some embodiments, the route planner component **304** further includes a ride finder, which locates previously-taken routes of that user/rider or other riders. In such embodiments, the route planner component **304** causes display of trails and/or destinations that are recommended by other riders, and includes, for example, text describing the ride or trail, pictures, and video highlights provided by other riders for viewing by the user of the application **300**, to allow that user to select a ride or trail recommended by others. In addition, the route planner component **304** allows users to save and share their own historical routes, as well as upload to the server pictures, videos, and descriptions of those routes.

In some embodiments, the route planner component **304** also accounts for, when assisting in planning a route, whether that route will cross any private land. In some embodiments, the route planner component **304**, when determining a route to be displayed to a user, is configured (e.g., at a user’s option) to display only routes that avoid crossing private land.

The buddy tracker component **306** allows a user to publish his/her location to be viewable by others during a trip, and also allows the user to view others’ locations on a map interface, for example as illustrated in FIG. 16, discussed below. In some embodiments, the buddy tracker component **306** coordinates with the route planner to determine if the rider, during the course of a ride, is on a collision course with another rider, and can notify that rider accordingly. For example, a second rider may be ahead of the rider having the application running, but that second rider may have stopped, for rest or due to an equipment malfunction. The rider, if traveling at a high rate of speed, may not have adequate time to see that second rider stopped on a trail before he/she needs to stop.

Additionally, the route flythrough component **308** allows playback and pausing of a route traveled, as well as managing a virtual “fly-through” or simulation of a route. This “fly-through” corresponds to a projected, 360-degree view of a route, based on captured images along a route. In some cases, the trail photos **222** stored in database **104** includes a set of photographs or videos used for such a “fly-through” feature.

The points-of-interest component **310** is configured to display one or more points of interest associated with a selected route. In some such embodiments, the points-of-interest component **310** includes a feature in which the points-of-interest component associates specific points of interest with a par-

ticular trail club along which those points of interest are located. In such embodiments, the point of interest information that is displayed is limited to the specific points of interest provided by that trail club, or in the area managed by the trail club.

The turn-by-turn navigation component **312** provides, once a user has selected a particular route, turn by turn directions for following that route, analogous to those turn by turn directions available via current road-based navigation systems, but managed based on GIS and trail data received from a plurality of sources and data providers.

The vehicle interface **314** also provides additional functionality during a ride, and receives data from a vehicle that indicates a current of historical operational state of the vehicle. For example, in some embodiments, the vehicle interface **314** receives data from an electronic control unit of a vehicle, and is configured to display such information on a display of a mobile device (e.g., in the case of fuel consumption, speed, throttle position, or other similar operational parameters), or communicates such data, such as error codes or other issues, to a server for relay to a dealer or repairperson. In those cases, the dealer or repairperson communicates with the user of the application **300**, for example to provide information regarding how to fix issues on the recreational vehicle.

Audible interface **316** can be used in a variety of contexts, and simplifies operation of the mobile application by presenting the user with audible updates as to the route, turn by turn directions, locations of buddies along the trail, or points of interest that are being approached. This allows the user to keep his or her eyes on the trail while traveling.

In addition to the above, the mobile application also includes a user feedback component **318**. The user feedback component **318** is used during or after a ride, for example to provide that user’s information regarding the perceived difficulty, length, or feedback regarding points of interest encountered during the ride. In some embodiments, the user feedback component **318** includes a social networking aspect in which the user “checks in” or comments regarding businesses that are located along a trail, and provides tips to other riders regarding those points of interest.

In accordance with the various components and interfaces of FIG. 3, it is noted that the mobile application is configured to generate a plurality of user interfaces, examples of which that illustrate the above-described functionality being shown in FIGS. 7-22, described below. Furthermore, although the functionality of the mobile application **300** is discussed in terms of a mobile device system, it is recognized that most, if not all, of the same functionality is provided via a web interface accessible via a browser of a desktop or laptop computing system. In some cases, where mobile device functionality such as GPS or camera features are used, corresponding features of the mobile application **300** may be unavailable via a browser-based version of the application.

Referring now to FIGS. 4-5, example embodiments of systems are shown that integrate communication from a recreational vehicle to the server **102**. In general, the embodiments illustrated herein communicate with the server **102**, either directly as illustrated in FIG. 1 or are coordinated through the vehicle interface **314** of the mobile application **300**, to provide to that user “on-trail” information.

In the embodiment shown in FIG. 4, a first embodiment of integrating communication of a recreational vehicle **108** into the system **100** of FIG. 1 is shown. In the embodiment shown, the recreational vehicle **108** has an electronic control unit (ECU) **402**, which is communicatively connected, as is known, to various vehicle subsystems, such as an engine **404**, user inputs **406** (e.g., throttle, braking, or other input infor-

11

mation), as well as sensor data **408** (e.g., ambient and exhaust temperatures, fuel levels, component sensors, etc.). The ECU **402** is typically communicatively connected to a controller area network (CAN) interface **410**, which exposes various parameters of operation of the vehicle **108**. In the embodiment shown in FIG. 4, an integrated controller **412** is communicatively connected to a gauge or display **414** and a communication interface **416**, which is, for example, a cellular or satellite communication interface, communicatively connectable to server **102**. The controller **412** illustrative includes a programmable circuit and memory, and as such cooperates with the display **414** to provide much of the functionality discussed above with respect to the mobile application **300**. In addition, various other components, such as a GPS or audible interface, are included in the overall recreational vehicle system as well, to provide additional functionality that is desired natively within the recreational vehicle. Additional details of this embodiment are described below with reference to FIG. 25.

In contrast to FIG. 4, in FIG. 5 a mobile device **110** is used, with integration at the CAN interface **410**. This is accomplished, for example, by connecting a dongle **420** or other wired-to-wireless or direct-wired connection between the ECU **402** and the mobile device **110**. In some embodiments, a dongle **420** implements a Bluetooth, radio frequency (RF) or some other short-range wireless standard for wireless communication between the ECU and a communication interface **450** of the mobile device **110**. In such an arrangement, the mobile device **110** includes a controller **452** that receives data from the ECU **402**, and integrates a display **454** and various peripheral devices **456** (e.g., GPS, camera, etc.), for integration of vehicle operational data with data received at the mobile device, in accordance with the functionality discussed above in connection with FIG. 3.

It is noted that, via the CAN interface **410**, a variety of types of information are provided for display at the vehicle, or for communication to the server **102**. In various embodiments, vehicle data received from the ECU **402** includes, for example: engine revolutions per minute; vehicle speed; coolant temperature; battery voltage; fuel level; throttle position; pedal position; fuel consumption rate; vehicle range; engine load; barometric pressure; air intake temperature; exhaust air temperature; gear indication; spark timing; operational hours; drive status; and trouble codes. Other types of information is received via the CAN interface **410**, depending upon the particular type of vehicle and features included thereon. Examples of display information that integrates route and vehicle information are illustrated in the user interfaces of FIGS. 21-22.

Referring now to FIG. 6, an example data administration arrangement **600** is shown which is useable in connection with the system **100** of FIG. 1, and which illustrates how various types of data that is received from users of various types (e.g., riders, trail club members, advertisers, etc.) are received and managed, and how attendant revenue is managed and distributed across those entities as well. In the embodiment shown, clubs **602**, which generally include trail maintenance organizations who typically receive revenue from advertisements on trail maps, are validated as recognized organizations (step **604**). Validated clubs and associated members can then provide trail data, including new and/or updated trail data, to be stored in the database **102** (step **606**). That trail data is validated (step **608**), and the validated trail data is then merged with trail data maintained by a larger aggregator of trail data, such as the trail maps maintained by USTRAILS.org or some other analogous organization (step **610**), prior to storage in the database **102** of trail data **220**. For

12

example, the aggregated trail data includes trails generally entirely on public lands, whereas the club-maintained trails may include trails on private lands where a club has negotiated some right-of-way or through-route with the landowner.

In addition to receiving club and third party trail data, users provide information regarding trails (step **612**), either as aggregate to the club trail data (e.g., providing reviews of the club-provided trails, or directly providing additional comments regarding the public trails. The information regarding the club-sponsored trails includes, for example, trail condition information, review information regarding the quality, difficulty, or other information regarding the trails (step **614**).

To support the aggregation of trail data, a revenue model is incorporated into the overall data administration at the server, and is included, for example as part of the advertising manager component **210** of the server **102**. In the embodiment shown, the revenue model includes generation of revenue **620** from various sources, such as original equipment manufacturers **652** who wish to be integrated into such a system as well as revenue from downloads of a mobile application **300** (shown as application revenue **652**), and advertising revenue **654**. In the arrangement shown, trail clubs and other trail aggregators are illustratively compensated out of this revenue, either directly by advertisers or as subsidized by application downloads or OEMs directly.

In addition, it is noted that a mobile application **300** is downloadable by various individuals, such as a vehicle owner **660**, a rider **662**, or a third party vehicle owner **654**, which represents an owner of a recreational vehicle that is not supported by the overall system **100**, for example because it is manufactured by a non-participant OEM. It is noted that some features and functionalities discussed above, which are typically provided to users of a mobile application, may not be available to users of a mobile application in connection with a recreational vehicle manufactured by a non-participant OEM. For example, integration of vehicle data and application data, such as is used to display vehicle data within the application **300**, or to send error codes to server **102** to receive on-trail repair and maintenance support, is not provided in such cases. However, in each case, the application is used by these individuals **660-664** to provide trail reviews, as well as up-to-date trail condition information (step **666**), which is integrated with the club or third party information, as discussed above in connection with steps **612-614**.

Now referring to FIGS. 7-22, various example user interfaces of a mobile application **300** are illustrated, which show some of the example operations that are provided for by the system **100** of FIG. 1, as reflected in a display of a mobile device **110**, before, during, and after a ride via a recreational vehicle. As discussed above, the various features and functionalities illustrated in FIGS. 7-22 may at least in part be made available via a web interface to a user of a computing device and associated web browser, or via a display integrated into a recreational vehicle (as illustrated in FIG. 4). In an alternative embodiment shown in FIG. 25, the features of FIGS. 7-22 are displayed on a display of gauge **414** located within the vehicle.

Referring first to FIG. 7, an example user interface **700** used for managing trail data by a user or recreational vehicle rider is shown. The user interface **700** represents a general menu interface that allows a user to use a route tracking component of the web or mobile application, to view or plan various routes. In the embodiment shown, the user interface **700** includes a route tracking option **702**, a route planning option **704**, and a route import option **706**.

The route tracking option **702** allows a user to select from among a plurality of pre-saved routes, or to create a new route

13

using a mapping and direction creation feature. The route planning option **704** allows that same user to view a set of pre-defined, shared routes, and to view points of interest, difficulty levels, and other types of information associated with that route. A route import option **706** allows the user to import data, such as may be included in a route description file (e.g., a flat file or markup language file defining route coordinates) to be used as a route to be traveled.

In the embodiment shown in FIG. 7, a number of additional mapping options are displayed on the user interface **700** as well. A routes option **708** allows display of alternative routes between a start and end point, and a way-points option **710** allows a user to define one or more waypoints along a selected trail that are used as rest locations, or to define the desired trail to the automatic mapping features of the system. An events option **712** allows a user to define rest times, specific locations and times, or specific occurrences along a trail that may be of interest. An information option **714** allows the user to provide descriptive information about the trail to be traveled, for example to provide that trail to others who will be along on the trip.

Furthermore, general options that allow user navigation within the application **300** are included on the illustrated user interface as well. These include general pieces of information that may be of interest to the user, such as a weather option **720**, a dealers option **722**, a services option **724**, and a routes option **726**. Additional types of options include, for example in a hidden menu that can be reached via a "more" option (shown as ellipses **728**). The weather option **720** causes a weather screen to be displayed, for example weather in an area in proximity to a selected route, as illustrated in FIG. 18. The dealers option **722** allows a user to view nearby dealers or that particular individual's dealer, for example to allow that individual to contact the dealer while on the trail. In one embodiment, a parts check option allows the user to check for the availability of a certain repair part or accessory at an identified dealer on the trail route. The services option allows the user to view additional services available to the user, for example regarding maintenance or repair services.

FIG. 8 illustrates an example user interface **800** that is used for planning a route by a user or recreational vehicle rider. The user interface **800** includes saved routes **802** of the rider, as well as bookmarked routes **804** of other riders, and nearby routes **806** that have been published by other riders. A routes listing **808** displays available routes, and a new route option **810** allows the user to initiate an auto-mapping process by which the user defines a new route between points, or point-to-point, using waypoints defined by the waypoints option discussed above in FIG. 7.

FIG. 9 illustrates an example user interface **900** that is used for viewing route data by a user or recreational vehicle rider, for example once a particular route has been selected. In the embodiment shown, a route usage option **902** illustrates a frequency of use of that route, and an edit route option allows the user to change the route based on his/her preferences. The interface **900** also includes a route map **906** (shown schematically), and route contours **908** that illustrate elevation and distance of a particular route.

FIG. 10 illustrates an example user interface **1000** that is used for viewing points of interest along a planned route by a user or recreational vehicle rider. The interface **1000** includes a start point and endpoint **1002a-b** of a route **1003**, as well as flagged points of interest **1004** along the route **1003**, on a map display interface **1006**. The points of interest **1004** illustratively include scenic views, businesses, or other information. An information panel **1008** provides information regarding the route generally; upon selection of one or more of the

14

points of interest, additional details regarding that point of interest, or reviews by other users, is displayed in the panel **1008**.

FIGS. 11-12 illustrate an example user interface **1100** used for tracking a route by a user or recreational vehicle rider. The route tracking user interface provides a playback of a route traveled by a user, for example to allow that user to revisit his/her route upon completion of the route. Additional details of the route storage and playback are discussed below. The route tracking interface **1100** displays the map display interface **1006**, but includes location information, as well as a play/pause option **1102**. The route tracking interface **1100** includes an information bar **1104** that illustrates distance traversed, time required, and optionally includes a variety of other types of information, such as fuel consumed, speed at each location (if vehicle data is available) or other information associated with the ride. As seen in FIG. 12, a route management option **1106** allows a user to save or delete the route that was traversed.

FIG. 13 illustrates an example user interface **1300** used for creating a new route by a user or recreational vehicle rider, as well as illustrating historical information regarding routes. The user interface includes an add new trip option **1302** which instantiates the route planning features described above. The user interface **1300** also includes a history **1304** of recorded trips, which is selected for tracking and playback as illustrated in the user interface **1100** of FIGS. 11-12. Additionally, accumulated statistics **1306** are displayed, showing, for example, total miles logged by the rider, as well as typical ride times, distances, and other historical information.

FIGS. 14-15 illustrate a further example user interface **1400** that is used for displaying hazards along a route to a user or recreational vehicle rider. The user interface **1400** generally illustrates a mapping area **1402**, as discussed above in connection with the route planner and points of interest data, but in this view, one or more hazards **1404** are displayed along a selected route. Example hazards, such as reported crashes, fallen trees, closed roads, or other hazardous conditions such as snow grooming equipment on the trail are marked. Upon selection of the hazard **1404**, additional details regarding the type and duration of the hazard are displayed, as seen in FIG. 15. Additionally, an alternate route option **1406** allows a user to have an alternate route generated to avoid the hazard, using the routing components discussed above.

FIG. 16 illustrates an example user interface **1600** used for displaying locations of selected other individuals along a route to a user or recreational vehicle rider. The user interface **1600** accordingly implements a "buddy tracker" component of the system in which a user selects one or more other riders to track along a preselected route. The buddy tracker illustrates relative positions of those riders along the trail. As seen in FIG. 16, upon selection of one of the icons **1602** on a map display **1604** illustrating other riders, information about that rider, such as his/her name and relative location, are displayed. In some embodiments, the buddy tracker feature implemented using the user interface **1600** is integrated with the hazards display, for example in the event that a user rides too close to another rider, thereby transforming the buddy tracker into a hazard display, showing a warning to those riders (and nearby riders).

FIG. 17 illustrates a still further example user interface **1700** used for displaying details regarding a selected individual to a user or recreational vehicle rider. The user interface **1700** is displayed, for example, upon selection of a buddy or display of a user profile to show additional information about that other rider. The illustrated user interface includes an information area **1702** including name and pho-

15

tograph of the rider, as well as statistics **1704** regarding that rider, such as miles traveled, frequency or last ride times, or shared routes **1706** with that rider. Optionally, a “follow” option **1706** is included as well, allowing the user to track that rider, for example to add that rider to his/her buddy tracker, or to view additional details regarding that user, or to integrate various social networking features useable in connection with that user (analogous to a “friend” or follower in various social networking systems currently available).

FIG. **18** illustrates an example user interface **1800** used for displaying weather data along a trail to a user or recreational vehicle rider. The user interface **1800** includes a map display **1802** that includes a route **1804** selected by the user, and optionally includes an icon **1806** illustrating that user’s current location on the route. The map display **1802** includes an overlay of weather information **1808**, either in icon form (as shown) or as radar data, illustrating locations and details regarding portions of the trail experiencing inclement weather. Other information such as, for example, warnings (appear large and then shrink on display), snow depth, dealer locations, trail overlays, and approved backcountry routes may be provided on the map display. Additional points-of-interest displayable on the display include lodging, medical, shelter, rest areas, gas, and landmarks.

FIG. **19** illustrates an example user interface **1900** used for displaying and reporting trail details to a user or recreational vehicle rider. The user interface **1900** is therefore integrated with a route planning feature as discussed above, in connection with display of difficulty and distance information for a particular route, and is also used to provide feedback to a trail club or other riders regarding a route, as discussed above in connection with FIG. **6**.

In the embodiment shown, the user interface **1900** includes a trail rating section **1902** in which the user includes trail ratings regarding the trail conditions, difficulty, and scenery of the trail, and views an aggregate rating of other riders on that trail. The user interface **1900** also includes a trail club region **1904** in which the name of the trail club managing the trail is shown, as well as options **1906** for the rider to donate to the trail club in varying amounts, as well as on a one-time or repeated basis.

FIG. **20** illustrates an example user interface **2000** used for integrating social media features into a trail rider system for use by a user or recreational vehicle rider. The user interface **2000** includes a check-in option **2002**, which allows the user to “check in” to a particular trail or point of interest, analogous to many other location-based social networking systems currently available (e.g., Foursquare, Facebook, Google+, etc.). In accordance with the present disclosure, it is understood that various other features of such a system, such as “mayorships” or various locations, as well as including a recommendations system as part of the trail feedback, could be included as well.

A community option **2004** allows the user to view a group of users in the area, or on the trail, at a particular time, as well as recent activity of the users to which that user is connected (e.g., by using the “follow” option **1708** discussed above). Additionally, a safety option **2006** allows for display of safety-related information regarding the ride or operation of a particular recreational vehicle, or features that may be specific to the trail that is being ridden. Additionally, a rewards option **2008** is included, and is used by businesses or other points of interest to reward repeated visits or “check-ins” to that business as a point of interest, or includes incentives that the business wishes to provide to recreational vehicle riders to encourage them to visit the point of interest.

16

FIGS. **21-22** illustrates user interfaces **2100**, **2200**, respectively, that display information that includes integrated vehicle information, such as some of the types of information available from a vehicle ECU, as discussed above in connection with FIGS. **4-5**. In the embodiment shown in FIG. **21**, a user interface **2100** includes a speedometer **2102**, as well as gauges **2104a-c** that display acceleration, power, and torque, respectively. It is understood that other types of gauges, and other data, could be included in the display as well. Additional gauge data is discussed below. In FIG. **22**, a fuel user interface **2200** is displayed that includes a fuel profile **2202**. The fuel profile includes a current fuel consumption **2204**, an average fuel consumption **2206**, as well as a fuel level **2208** and a range **2210** based on the expected fuel consumption for the remainder of the planned route. Additionally, a fuel flow gauge **2212**, illustrating a rate of fuel flow to the engine, is provided.

In both FIG. **21** and FIG. **22**, options are included that allow for navigation among the available vehicle data. For example, in the embodiments shown, user interfaces **2100**, **2200** include a speed option **2120** that causes display of the user interface **2100**, as well as a fuel options **2122** that causes display of the user interface **2200**. Additional options cause display of other displays; in the example shown, a route option **2124** returns the user to the route planning and tracking user interfaces of FIGS. **7-18**, while an engine option **2126** displays additional engine parameters to the user, such as the listing of parameters discussed above as available from the ECU and vehicle **110** of FIGS. **4-5**. Additional menu options are accessible via a “more” option **2128** (shown as ellipses).

Referring now to FIGS. **23-24**, methods of facilitating usage of a recreational vehicle are discussed, according to example embodiments of the present disclosure, including methods for planning and traveling various recreational vehicle routes (including off-road routes), as well as for integrating route planning and vehicle data into a comprehensive display to improve the rider experience.

In the embodiment shown in FIG. **23**, a method **2300** is generally instantiated with receipt of trail data, for example from a trail data aggregator or from a plurality of trail clubs (step **2302**). Based on that trail data, one or more users of an application or web interface then request route data, to search for or automatically generate a route that the user wishes to traverse (step **2304**). This includes, for example, parameters entered by the user, such as a trail difficulty, travel time, specific points of interest or waypoints to be visited, or other options. The mobile application **300** and/or server **102** generates and causes display of one or more route options based on the parameters provided by the user (step **2306**). Upon display of the one or more routes, a user selects a route that he/she wishes to travel (step **2308**).

Once the user has selected a desired route, a map illustrating the route is generated, as illustrated in the user interfaces of FIGS. **7-18**, generally (step **2310**). The map is selected to display additional options relating to that route, such as points of interest (as in FIG. **10**), hazards (as in FIGS. **14-15**), buddies located along the route (as in FIG. **16**), weather information (as in FIG. **18**), or other types of information (step **2312**). In the embodiment shown, the map displays a current location of the user on that user’s display (step **2314**), and optionally publishes that information to other users for tracking in their applications, for example in buddy tracker features of corresponding applications associated with other riders (step **2316**). Once the user has completed his/her ride, that user then provides feedback regarding the ride, such as by providing commentary regarding the route, including text or ratings regarding difficulty or scenery of the trail taken (step **2318**).

17

Referring now to FIG. 24, a method 2400 for integrating such user-based information as discussed above with vehicle information is provided. In the method 2400, a route selection of a user is received (step 2402), and data from a recreational vehicle is also received, for example from the vehicle 108 at a server 102 as seen in FIG. 4, or at a mobile device 110, as seen in FIG. 5 (step 2404). A display is provided to the user, such as is seen in FIGS. 21-22, that displays vehicle information to a user in an application that combines vehicle and user information (step 2406). Optionally, vehicle information and operational parameters can also be delivered to the server 102 for other purposes as well, such as transmitting error code or maintenance information (steps 2408 and 2410). In response, maintenance or repair information is received either at the vehicle 108 or mobile device 110, for presentation to a user (e.g., a person needing to repair his/her vehicle while on the trail) (step 2412).

Another embodiment of the present disclosure is illustrated in FIG. 25. In the embodiment of FIG. 25, a human machine interface (HMI) includes a multi-function gauge 414 having a full color display screen. The gauge 414 includes an accessory connector 2010 including USB connector port 2012 configured to be connected to a USB drive 2014. USB drive 2014 illustratively provides software updates, GPS data, special mapping layers, or other data to the gauge 414. In addition, the USB drive 2014 receives data from the gauge 414 such as for recording route information and "ride data" as discussed herein.

Accessory connector 2010 further includes a video connector 2016 configured to be coupled to a video camera 2018. In addition, accessory connector 2010 includes a CAN network connection 2020 and an auxiliary audio output connector 2022. The auxiliary output connector 2022 is illustratively connected to an audio output device such as a black box radio 2024 to provide audible alerts or other information to an operator through one or more speakers 2026.

Gauge 414 also includes standard I/O connectors 2028 including power, ground, eight digital I/O connections, three analog I/O connections and a CAN network connection as illustrated at block 2030. As discussed above, the gauge 414 is connected to an ECU 402 of the vehicle by a CAN interface 410. The CAN interface 410 may also be coupled to the black box radio or other audio device 2024.

The gauge 414 is illustratively connected to the user handheld mobile device 110 by a suitable connection, preferably a wireless connection such as a Bluetooth data link 2032, to provide communication between the gauge 414 and the mobile device 110. Therefore, the gauge 414 is connected to the Internet 116 or other communication network to the plurality of data sources discussed herein through the mobile device 110. In an illustrated embodiment, phone call and text information from a mobile phone 110 is displayed on gauge 414 as illustrated at block 2034. The information displayed on a display of gauge 414 illustratively includes cell signal strength, call notification, text information, an address book, or other information from the mobile phone 110. User inputs on gauge 414 are used to control functions of the mobile device 110. Music can also be played from mobile device 110, through gauge 414, and speakers 2026.

Streaming audio is provided to the mobile device 110 as illustrated at block 2036. When a black box radio 2024 does not have Bluetooth capability, the streaming audio data is transmitted from mobile device 110 to gauge 414 and then through audio output 2022 to the black box radio 2024.

A mobile application 38 discussed above with reference to FIGS. 1-24 provides information such as map data, route information, location information, or buddy tracking, and

18

other information to the mobile device 110. In the embodiment of FIG. 25, the data from mobile application 2038 is transferred to the gauge 414 for display. Inputs from the gauge 414 are transferred to the mobile device 110 to control features of the mobile application 2038.

A real time route planning mobile application 2040 is used on mobile device 110 to plan and display the route information using inputs on gauge 414. For instance, route planning software from Primordial may be used in application 2040. In addition, a vehicle data recording and diagnostics application 2042 such as a mobile digital wrench is controlled and viewed on the gauge 414 through the mobile device 110.

A GPS module 2044 is also coupled to the gauge 414. The GPS module 2044 provides location data to the gauge 414 for the mapping, route planning, or other functions described herein.

Referring now to FIG. 26, in another embodiment of the present disclosure, a vehicle 3010 has a suspension located between a plurality of ground engaging members 3012 and a vehicle frame 3014. The ground engaging members 3012 include wheels, skis, guide tracks, treads or the like. The suspension typically includes springs 3016 and shock absorbers 3018 coupled between the ground engaging members 3012 and the frame 3014. The springs 3016 may include, for example, coil springs, leaf springs, air springs or other gas springs. The air or gas springs 3016 may be adjustable. See, for example, U.S. Pat. No. 7,950,486 incorporated herein by reference. The springs 3016 are often coupled between the vehicle frame 3014 and the ground engaging members 3012 through an A-arm linkage or other type linkage. Adjustable shock absorbers 3018 are also coupled between the ground engaging members 3012 and the vehicle frame 3014. In an illustrated embodiment, a spring 3016 and shock 3018 are located adjacent each of the ground engaging members 3012. In an ATV, for example, four springs 3016 and adjustable shocks 3018 are provided adjacent each wheel 3012. Some manufacturers offer adjustable springs 3016 in the form of either air springs or hydraulic preload rings. These adjustable springs 3016 allow the operator to adjust the ride height on the go. However, a majority of ride comfort comes from the damping provided by shock absorbers 3018.

In an illustrated embodiment, the adjustable shocks 3018 are electrically controlled shocks for adjusting damping characteristics of the shocks 3018. An ECU or other controller 402 provides signals to adjust damping of the shocks 3018 in a continuous or dynamic manner. The adjustable shocks 3018 are illustratively adjustable to provide differing compression damping, rebound damping or both. Additional details of control of the adjustable damping control system are described in U.S. Application No. 61/723,623, filed on Nov. 7, 2012, owned by the assignee of the present application, which is expressly incorporated herein by reference.

In an illustrated embodiment of the present disclosure, a gauge 414 provides a human machine user interface provided in a location easily accessible to the driver operating the vehicle. Preferably, the gauge 414 is mounted adjacent the driver's seat on the dashboard or integrated onto a display within the vehicle. Gauge 414 includes user inputs discussed below to allow the driver or a passenger to manually adjust shock absorber 3018 damping during operation of the vehicle based on road conditions that are encountered. The display of gauge 414 displays information related to the shock absorber damping settings.

In the illustrated embodiment of FIG. 26, the ECU 402 also controls an electronic continuously variable transmission (ECVT) 3024 and an electronic power steering (EPS) 3025 of the vehicle 3010. In an illustrated embodiment, the mobile

19

device **110** or the gauge **414** is used to control performance features of the vehicle **3010** including the adjustable shocks **3018**, the ECVT **3024**, the EPS **3025**, or other electronically controllable performance functions of the vehicle.

The ECU **402** receives inputs from the gauge **414** or mobile device **110** to adjust the damping characteristics of the adjustable shocks **3018** or control the ECVT **3024** or EPS **3025**. The front and rear shock absorbers **3018** are independently adjustable to adjust the ride characteristics of the vehicle **3010**.

A plurality of sensors are also coupled to the ECU **402**. For example, a global change accelerometer **3025** is coupled adjacent each ground engaging member **3012**. The accelerometer **3025** provides an output signal coupled to ECU **402**. The accelerometers **3025** provide an output signal indicating movement of the ground engaging members and the suspension components **3016** and **3018** as the vehicle traverses different terrain.

Additional sensors may include a vehicle speed sensor **3026**, a steering sensor **3028** and a chassis accelerometer **3030** all having output signals coupled to the ECU **402**. Accelerometer **3030** is illustratively a three-axis accelerometer located on the chassis to provide an indicating of forces on the vehicle during operation. Additional sensors include a brake sensor **3032**, a throttle position sensor **3034**, a wheel speed sensor **36**, and a gear selection sensor **3038**. Each of these sensors has an output signal coupled to the ECU **402**. ECU **402** detects when a vehicle is upside down using accelerometer **3030** and sends a distress signal through mobile device **110**.

In one illustrated embodiment, the gauge **414** is used in a demonstration mode on a showroom floor. The gauge **414** illustratively receives video or other information through USB port **12**, video connection **16**, or through handheld mobile device **110** to provide videos or other information on the display of gauge **414** for promotional purposes.

In another embodiment of the present invention, the gauge **414** facilitates tracking of a vehicle. The gauge **414** receives information from the various sensors shown in FIG. **26** and location data from the GPS input **2044** to track how the vehicle was driven and where it was driven. This "ride data" is stored locally and retrieved, for example, through USB port **12** or the data is sent through the mobile device **110** to a remote location for storage and processing. Additional details of monitoring, storing, and replaying ride data are disclosed in U.S. Patent Publication No. 2010/0090797, owned by the assignee of the present application, which is expressly incorporated herein by reference.

In one illustrated embodiment, an owner can monitor a fleet of vehicles to determine a location of each vehicle and how the vehicles have been driven. In another embodiment, the gauge **414** is used to adjust vehicle settings, such as the springs **3016** or adjustable shocks **3018** of a suspension system or to adjust an electronic continuously variable transmission (ECVT) **3024** through the gauge **414**. Vehicle settings are illustratively based on an experience level of a driver of the vehicle, a route the vehicle is being driven, or other factors. For instance, different settings of the ECVT **3024**, suspension system **3016**, **3018** or other systems are provided depending on whether the vehicle is being operated on-road, on-trail, or off-trail. In an illustrated embodiment, components of the vehicle **3010** are adjusted automatically based on a location of the vehicle detected using GPS data.

In another embodiment, the mobile device **110** provides a security device or security key for the vehicle through its communication with the gauge **414**. In an illustrated embodiment, the mobile device **110** includes a driver profile including age and experience level. The gauge **414** receives the

20

driver profile information from the mobile device **110** and automatically sets vehicle settings such as the vehicle suspension, shifting patterns, etc. based upon the driver profile.

In another illustrated embodiment, the gauge **414** receives vehicle information from the sensors shown in FIG. **26** and provides a timestamp on the vehicle kinematic data received. This "ride data" is linked to a vehicle location on the route through the GPS data and a timestamp of the time at which the vehicle was at the different locations. Therefore, the vehicle can store all information associated with a ride and the user can replay the ride after it is over as discussed above.

In another embodiment of the present disclosure, the mobile device **110** and gauge **414** to track and manage a vehicle. The mobile application **2038** tracks and locates a vehicle. A scheduling system prioritizes and assigns use of the vehicle.

Additional details of an illustrated embodiment of the gauge **414** are shown in FIGS. **27** and **28**. The gauge **414** includes a body portion **3040** housing a display **3042**. A plurality of selection buttons **3044** permit the user to control various features and functions of the present system as described herein. In an illustrated embodiment, the center button **3046** is a menu key button. Buttons **3048** and **3050** provide scroll up and scroll down functionality. Buttons **3052** and **3054** provide selections for various items as discussed below.

One illustrated embodiment of the display screen on gauge **414** is shown in FIGS. **29** and **30**. For example, gauge **414** is used to display speed, fuel level, coolant temperature, RPM, gear position, trip/odometer, compass, and turn signal indicators. A display screen includes a top portion **3060** which provides header information. Main section **3062** of display displays information related to the various parameters discussed above. Section **3064** displays tell-tale information. As shown in FIG. **30**, when menu key button **3046** is pressed, the main menu appears on the display screen **3042** of gauge **414**. The user then selects different screens for display and control. The tell-tales in section **3064** of screen illustratively include an engine fault alerts, a low fuel, coolant temperature/level alert, an oil pressure alert, voltage low alert, parking brake and high beam indicators.

FIGS. **31-34** illustrate various mounting positions for the gauge **414** of the present disclosure. In FIG. **31**, the gauge **414** is mounted below an existing display **3070**. FIG. **32** illustrates the gauge **414** mounted on a front dashboard of a utility vehicle. FIG. **33** illustrates the gauge **414** mounted within a snowmobile. FIG. **34** illustrates the gauge **414** mounted on an ATV.

The system and method of the present disclosure expands the powersport experience by allowing vehicle users to plan a ride, experience a ride and then re-live the ride. Before the ride, users plan the route and view simulations based on photos, videos or other route information discussed above. Illustrative simulation modes include:

- Trail riding
- Exploring globally
- Race the pros
- Simulated sound and feel a particular vehicle
- Gaming, racing with the pros in Snow cross, Motocross, etc.:

- Links to allow on-line shopping. The user can purchase equipment and accessories for the user's vehicle on-line.

The system and method of the present disclosure builds a user's excitement and anticipation before a ride. The user plans the trip with map software including snowmobile and ATV trail information. The trail database includes pictures of points of interest, linked to the map. The user also plans

21

entertainment, music, and information, weather radio etc, and trail boss link to companions. The user simulates all or part of the ride on a PC, or the gauge display, which provides a graphic simulation of the ride, scenery, trail conditions and obstacles.

The user uses a stored ride plan including route information, entertainment, and information flow by loading the stored plan into vehicle systems such as through USB connector **2012**. A digital camera or video camera **2018** allows the user to record highlights of the ride linked to the GPS position. During the ride, the system generates a trip log recording actual route, digital photos or videos. Entertainment, and communications are indexed in time and recorded. Sensor readings are also indexed in time to show performance of the vehicle on the ride.

After the ride, the user relives the experience and shares it with others. The user brings an electronic log back to the PC based simulation so that the experience can be relived and shared with others. Indexed to time the simulation include:

- GPS position
- Trail conditions
- Weather
- Communication as it happens
- The music or entertainment that was playing
- Photos and videos taken at points of interest

Cellular phone coverage is often not available at locations where recreational vehicles travel. A navigation and traffic alert system is provided for recreational vehicle applications, such as off road vehicles, ATVs, UTVs, and snowmobiles. The system identifies location, direction, and speed of other similar vehicles on roads, trails and in open terrain. This allows for buddy tracking, fleet management, and traffic alerts to similarly equipped vehicles remotely or in organized ride park environments. The illustrated system manages available communications networks based on their availability to provide the best information available:

- a. Vehicle system links to smart phones, GPS, and other devices through a Bluetooth or other similar communication link to share information and access local and global information networks.
- b. The system continuously assesses available networks and utilizes the best network available to transfer data for vehicle and remote services use. Examples of links could include cellular service, satellite communications, Wifi, GMRS radio, and any other available data service.
- c. When no other source of vehicle-to-vehicle communication is available, the system of the present disclosure establishes a local radio transceiver based network using frequencies such as GMRS band to share vehicle location, direction, and speed with similarly equipped vehicles. This allows for group ride buddy tracking, ride park management, and alerts each vehicle to the approach of other vehicles and safety hazards. Alternatively, a fixed base radio transceiver could be used in a ride park like setting to share data with vehicle transceivers to facilitate 2 way communications. Additional information such as radar weather or general trail conditions and traffic is relayed to all vehicles on the network and displayed and/or used as appropriate.
- d. When no outside network data is available, including potentially GPS or other locator data, the system predicts, or dead reckons locations of the vehicle, obstacles, and other traffic.
- e. An illustrated embodiment of the system incorporates a feature similar to 406 MHz distress transmitters to provide a call for help when other communications aren't available.

22

In an additional embodiment of the present invention, the system sets a maximum speed for the vehicle based upon driver experience or a location of the vehicle on a planned route. In addition, the maximum speed may be set depending upon an operation being performed by the vehicle such as mowing or fertilizing. A fleet owner can set a maximum speed for users of a fleet of vehicles.

Different components of the vehicle, such as the adjustable shocks **3018**, the ECVT **3024**, the EPS **3025** or other system components such as an electronic transmission control may be adjusted on the fly during a trip. For example, street mode, a trail mode, an off-trail mode, a rock crawling mode, or other modes may be set for particular driving conditions. These adjustments are automatically made as the vehicle passes over a route or are selected by user using mobile device **110** or gauge **414**. In addition, a fuel saving mode may be set for road or trail use, while a maximum performance mode may be set for off-trail sections of the route. A clutching chart is provided for snowmobiles at different elevations.

In an illustrated embodiment, detected engine faults are displayed on the display screen of gauge **414** or mobile device **110**. A likely cause of the fault and possible corrective actions to be taken on the trail are also displayed on the gauge **414** or mobile device **110**. The integrated mapping system displays dealer locations and additional information such as phone numbers to provide service, help or parts along the route. The mapping system provides a distance to the nearest dealer from the location of the vehicle. In one embodiment, a dealer inventory is checked to determine whether a particular part is available at a particular dealer.

As discussed above, the system provides live updates through the mobile device **110** to the gauge **414** for weather or road conditions and provides overlays on the route map. For example, snow conditions, weather alerts, traffic alerts, or avalanche advisories are provided.

The gauge **414** is integrated into the vehicle in certain embodiments. In other embodiments, the gauge **414** is modular and can be removed from one vehicle, such as a utility vehicle, all terrain vehicle, or snowmobile and placed into another vehicle. Security such as using vehicle identification numbers is provided to reduce theft of the modular gauge **414**.

In another embodiment, the mobile device **110** includes a control option for remotely starting the vehicle or opening a garage door through communication with the gauge **414**. A GPS clock or Smartphone clock is illustratively used to control contrast on a display of gauge **414**.

Referring now to FIGS. 1-26 generally, it is recognized that, in accordance with the mobile application, web application, vehicle interface, and overall system discussed herein, a number of additional features may be integrated for both on-vehicle and off-vehicle services as well. This can include, for example, identification of preferred service partners to specific OEMs or trail clubs, as well as integrated advertising in one or both of the web interface and the mobile interface. It is understood that, in some cases, advertising will be limited to the web interface or to certain user interface screens due to screen area limitations regarding a mobile device or gauge display, and to avoid displaying advertising to a user of a mobile device or gauge display while that user is operating a recreational vehicle. In an illustrated embodiment, revenue generated from such advertisements is provided to trail clubs and to maintenance of the system **100** overall.

Referring now to FIGS. 1-26 overall, embodiments of the disclosure are practiced in various types of electrical circuits comprising discrete electronic elements, packaged or integrated electronic chips containing logic gates, a circuit utilizing a microprocessor, or on a single chip containing electronic

23

elements or microprocessors. Embodiments of the disclosure may also be practiced using other technologies capable of performing logical operations such as, for example, AND, OR, and NOT, including but not limited to mechanical, optical, fluidic, and quantum technologies. In addition, aspects of the methods described herein can be practiced within a general purpose computer or in any other circuits or systems.

Embodiments of the present disclosure are implemented as a computer process (method), a computing system, or as an article of manufacture, such as a computer program product or computer readable media. The computer program product may be a computer storage media readable by a computer system and encoding a computer program of instructions for executing a computer process. Accordingly, embodiments of the present disclosure may be embodied in hardware and/or in software (including firmware, resident software, micro-code, etc.). In other words, embodiments of the present disclosure may take the form of a computer program product on a computer-usable or computer-readable storage medium having computer-usable or computer-readable program code embodied in the medium for use by or in connection with an instruction execution system. A computer-usable or computer-readable medium includes any medium that includes media capable of containing or storing the program for use by or in connection with the instruction execution system, apparatus, or device.

Embodiments of the present disclosure, for example, are described above with reference to block diagrams and/or operational illustrations of methods, systems, and computer program products according to embodiments of the disclosure. The functions/acts noted in the blocks may occur out of the order as shown in any flowchart. For example, two blocks shown in succession may in fact be executed substantially concurrently or the blocks may sometimes be executed in the reverse order, depending upon the functionality/acts involved.

While certain embodiments of the disclosure have been described, other embodiments may exist. Furthermore, although embodiments of the present disclosure have been described as being associated with data stored in memory and other storage mediums, data can also be stored on or read from other types of computer-readable media. Further, the disclosed methods' stages may be modified in any manner, including by reordering stages and/or inserting or deleting stages, without departing from the overall concept of the present disclosure.

The above specification, examples and data provide a complete description of the manufacture and use of the composition of the invention. Since many embodiments of the invention can be made without departing from the spirit and scope of the invention, the invention resides in the claims hereinafter appended.

What is claimed is:

1. An interactive system for use in connection with recreational vehicle usage, the system comprising:

a server system including:

an off-road trail database containing trail data, trail condition information, and points-of-interest information;

a trip mapping system accessible by any of a plurality of riders, the trip mapping system allowing a rider to

24

create a planned route based on the data in the off-road trail database and navigate the planned route;

a trail maintenance interface accessible by users affiliated with an authorized group to edit at least a portion of the trail data, trail condition information, and points-of-interest information associated with the authorized group;

a location data management system configured to receive location data, the location data management system allowing a rider to publish his or her location information to one or more other riders within the mapping system; and

a user feedback interface configured to receive trip data from riders for publication to one or more other riders using the interactive system, the trip data including information describing an actual route and user data associated with the actual route.

2. The interactive system of claim 1, further comprising a vehicle interface including:

a display associated with a recreational vehicle of the rider and configured to display map data associated with the planned route; and

a communication interface configured to communicate location data of the recreational vehicle to the server system for use by the location data management system, and to receive map data from the trip mapping system for use in navigating the planned route.

3. The interactive system of claim 1, wherein the authorized group comprises a regional trail data maintenance group.

4. The interactive system of claim 1, wherein the trip mapping system is accessible via a plurality of interfaces selected from the group of interfaces consisting of:

a mobile phone or tablet application;

a web portal; and

an on-vehicle application.

5. The interactive system of claim 1, wherein the off-road trail database includes information about public and private land ownership, and the trip mapping system includes a feature allowing a user to create a planned route exclusively on public land.

6. The interactive system of claim 1, wherein off-road trip database further includes a plurality of photographic images taken along the trails defined by the trail data, the plurality of photographic images available for viewing within the trip mapping system by a user creating a planned route.

7. The interactive system of claim 1, further comprising a recreational vehicle including an on-vehicle display, an input mechanism, and a communication interface.

8. The interactive system of claim 7, wherein the recreational vehicle comprises an off-road vehicle.

9. The interactive system of claim 7, wherein the recreational vehicle comprises a snowmobile.

10. The interactive system of claim 1, wherein the rider is associated with a vehicle from a particular manufacturer.

11. The interactive system of claim 1, further including a maintenance portal available via the server, the maintenance portal configured to receive vehicle telemetry data from a recreational vehicle for communication with a repair service.

* * * * *